



Course Syllabus: MKTG 4643 – International Marketing
College of Business Administration
X40
Summer II 2025

Contact Information

Class: Online asynchronous

Instructor: Jamie M. Chen, Ph.D., Assistant Professor of Marketing

Office hours: July 07 – Aug 07, 2025 (set a Zoom appointment via email)

Zoom appointment ID: 221 820 1425

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Course Description

This course focuses on marketing theories with an objective of understanding global customer behavior. It is designed to help students to understand and describe stages in the consumption process from both the consumer's perspective and the marketer's perspective. The aim of this course is to help students recognize the effects of marketing mix variables on consumer behavior, examine the importance of attitude formation and change, and investigate the roles of involvement and information processing. International Marketing is one of the most exciting areas of study. The study of international marketing is intended to acquaint you with both what it means to be a consumer in a market-oriented society and what, as a marketer, you need to know to understand the role of meeting consumers' needs and wants in the development of marketing strategy. After taking this course, whether you intend to specialize in international marketing, you should have a better understanding of how to apply marketing theories and tools to analyze and solve customer-oriented marketing problems and challenges. In addition to course slides, textbook chapters, and academic journal articles, you are encouraged to read relevant news about marketing and business from the *Wall Street Journal*, *Financial Times*, and *The Economist*.

Textbook & Instructional Materials

Green, M. C. and Keegan, W. J. (2020). *Global Marketing*, 10th ed. Hoboken, NJ: Pearson. Available at MSU Bookstore/Follett Discover.

Tutoring Assistance

Tutoring assistance: by Zoom appointment via email

Notice of Changes

Changes in the syllabus, assignment, and schedule may be made at the discretion of the instructor. It is your responsibility to check notifications on [D2L](#).

Grading

Table 1: Points allocated to each task

Tasks	Quantity	Points
Quiz	4	4*100
Exam	1	1*400
Final Project: Case Study or EYP Certificate (Exploring Your Potential, Course 3 Marketing Yourself)	1	1*200
Total Points		1000

Table 2: Total points for final grade.

Grade	Points
A	900 and above
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

Quizzes

Quizzes help students to keep up with the weekly assigned course materials. Each quiz is worth 100 points (10 multiple choice and true/false questions). The 4 quizzes contribute 400 points to the final grade. You are required to take the quiz before the due time each week, no RESIT if you miss any quizzes.

Exam

There is one exam for this course with 400 points in total. The exam includes 40 multiple choice and true/false questions. The exam covers the lecture slides and textbook chapters to help students keep up with the assigned course materials. Students are required to take the exam via [D2L](#) before the due time.

Final Project (200 points)

Option 1: Case Study

The case study reflection paper is your business analysis using the international marketing knowledge you learned from this course. It is required on a topic about the “Expanding a startup business to foreign markets: My Little Venture LLC” (see more details about My Little Venture in the national business plan and introduction slides). You need to cover both a foreign market analysis and the implications of international marketing strategies and mix. The paper should contain 10 single-spaced pages (3,000 words) including a title page, citations, and references in the APA style with the text font of Times New Roman 12. The primary objective of this case study is to develop an international business plan to enter foreign markets. You can focus on 4 objectives in your case study reflection paper:

- (1) Identify a specific foreign market with great potential (e.g., background and environment) for the business platform.
- (2) Analyze cultural factors, regulatory requirements, or legal limitations that My Little Venture LLC must navigate when expanding into the chosen market.
- (3) Determine international marketing strategies (e.g., market research and positioning) to enter the foreign market.
- (4) Explore effective marketing mix (e.g., branding and communications) to reach the target audience.

(5) Discuss industrial implications for the start-up business entering the foreign market (e.g., past experiences and potential pitfalls).
 You can use charts and diagrams to show some of the interesting indicators and patterns of international marketing. The expectation is that you will relate your observations and study with the international marketing knowledge you learned in this course as much as possible.
If you do not like this case study, you need to schedule a Zoom appointment with me, and I can help you pick another case from the textbook.

Option 2: EYP Certificate (Course 3 Marketing Yourself)

You have received a free account in your [D2L](#) INBOX to access the Exploring Your Potential (EYP). You are required to take Course 3 Marketing Yourself with six modules, and the total training will take about two hours. Once you complete the 6 modules, you will receive a certificate of Course 3 Marketing Yourself. You need to send your certificate to the instructor, and the instructor will manually upload 300 points to your gradebook on [D2L](#).

Extra Credit

There are 100 bonus points to encourage interactions with the instructor and her virtual teaching assistant "Chatbot" on [D2L](#).

Late Work

No RESIT if you miss the time window of the tasks.

Attendance

MKTG - 4643 – X40 is an online asynchronous course, no attendance required. Campus closures have no impacts on this course schedule, and lecture videos are available on [D2L](#).

Tentative Course Schedule

Week	Readings/Activities	tasks
Week 1 7/7 to 7/11	Course orientation and introduction to international marketing (Chapter 1)	Quiz 1 (due 11:59pm CST Jul 13, 2025)
Week 2 7/14 to 7/18	International marketing environment (Chapters 2-5)	Quiz 2 (due 11:59pm CST Jul 20, 2025)
Week 3 7/21 to 7/25	International strategy (Chapters 6-9)	Quiz 3 (due 11:59pm CST Jul 27, 2025)
Week 4 7/28 to 8/1	International marketing mix (Chapters 10-14)	Quiz 4 (due 11:59pm CST Aug 3, 2025)
Final Week 8/4 to 8/7	Final Review Class, Exam, and Final Project (case study or EYP certificate)	Exam and Final Project (due 11:59pm CST Aug 7, 2025)

Computer Requirements

Taking this class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***Your computer being down is not an excuse for missing a deadline!!** Contact your instructor immediately upon having computer trouble If you have

technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Desire-to-Learn ([D2L](#))

Extensive use of the MSU [D2L](#) program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “Run. Hide. Fight.” which may be electronically accessed via the University police department’s webpage: ["Run. Hide. Fight."](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual’s to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)