



## MKTG 4643 International Marketing Course Syllabus

### Contact information

**Class location/time:** Dillard College Room 338  
**Class time:** Tuesday and Thursday, 12:30 pm to 1:50 am  
**Professor:** Eunyoung Jang, Assistant Professor of Marketing  
**Office:** Dillard College Room 276  
**Office Hours:** Monday and Wednesday 11:00 am to 12:30 pm;  
Tuesday 2:00 pm to 4:00 pm; or by appointment  
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### Welcome to MKTG 4643 International Marketing

Today, every business is international in that its performance is impacted by events that occur in the global marketplace. For instance, markets for most raw materials are international, customers for most products reside around the globe, and competition for most industries comes from foreign countries. Even without a brick-and-mortar store abroad, a company can reach global markets by using digital platforms. Thus, to survive and prosper in this business environment, companies need a good understanding of international marketing practices both online and offline. Consistent with this need, this course is designed to provide you with an overview of international marketing involving digital and traditional practices. My goal is to prepare students for being competitive in the rapidly globalizing world.

### Textbook (Recommended):

Phillip R. Cateora, International Marketing, 18th edition, McGrawHill (ISBN: 978-1-259-71235-7)

\* Lecture slides will be available on D2L AFTER each lecture. Additional materials and all instructions for assignments and a group project will be available on D2L.

### Course Description:

This course is a study of international marketing, world markets, political restraints in trade, and international marketing practices.

**Prerequisites:** Junior standing or above or consent of the chair, and MKTG 3723

### Learning Goals

At the end of the semester, you should be able to:

- Understand key concepts in the field of international marketing
- Develop a broader understanding of the cultural, economic, and political dynamics within which international marketing is conducted

- Apply the learned knowledge to develop a marketing strategy and to assess an opportunity for international marketing
- Be aware of the ethical ramifications related to conducting international marketing
- Enhance skills of writing, presentation, and communication through team projects related to international marketing

**Expectations:**

I can expect that you will:

- Be familiar with using D2L
- Set up your D2L account to receive a notification to your preferred email
- Attend all classes
- Submit assignments on time
- Actively participate in class discussions and a group project
- Perform to the fullest of your abilities
- Adhere to Midwestern State University policies on academic honesty
- Ask questions when something is unclear
- Enjoy this course

You can expect that I will:

- Come to class prepared
- Provide you with course materials and assignments on time
- Create assignments that are directly relevant to course expectation
- Be responsive to YOU
- Be fair in grading
- Create a welcoming class environment
- Listen to your concerns and issues
- Do everything in my power to maximize your learning experience

**Grading:**

Students can expect to see grades posted in D2L within a couple of weeks of the assignment due dates. Final grades are based on elements below:

<b>Activities</b>	<b>Points</b>
Exam 1	150
Exam 2	150
Exam 3	200
International market entry project	250
Case study	100
Article presentation	50
Attendance	50
<b>Total Course Points</b>	<b>950</b>

<b>Actual Points</b>	<b>Percentage</b>	<b>Letter Grade</b>
855 and higher	90 and above	A
760 to 854	80 to 89	B
665 to 759	70 to 79	C
570 to 664	60 to 69	D
Below 569	Less than 59	F

## **Brief Descriptions of Course Requirements**

### **Exams:**

There are three exams, including a comprehensive exam. Each exam will include multiple-choice questions, open-ended questions, and a short essay.

### **International market entry project (Group project):**

You will develop a plan to sell a product in Asia with your group members. You are required to choose a product produced in the USA and will make a strategy to sell it to an Asia country. This project is designed to give you a hands-on experience of developing an international marketing plan. You are expected to analyze a target country, decide an entry strategy, and develop a plan for distribution, pricing, and promotion. Each group is required to submit a market analysis by March 4<sup>th</sup> at 5 pm, a final paper along with a PPT file by April 18<sup>th</sup> at 5 pm, and make a presentation between April 19<sup>th</sup> and April 21<sup>st</sup>. More details will be provided during the term.

### **Case study (Group project):**

After reading two cases, you will navigate business challenges. Putting yourself in the shoes of the company, your team should carefully assess the key issue and develop an idea of how to solve it. Each team should submit a report. Details will be available before the case study day.

### **5 minutes article presentation:**

Two students as a team will be asked to select and present an interesting newspaper/magazine/online article that has valuable implications for international marketing (e.g., global market trends, marketing failure, success case). Please send me your chosen article or the link to the article by February 4<sup>th</sup>. We will start these short presentations (5 minutes) from February 17<sup>th</sup>. You will be asked to make 1 to 2 PPT slide(s) and distribute a summary of the article to your classmates and the instructor on the day of your presentation. You will be expected to briefly summarize the article, discuss any implications for international marketing, and answer questions.

### **Attendance:**

I will randomly check your attendance. If you are absent, 5 points will be taken out from your scores. Students who are forced to miss the class for a legitimate reason (e.g., doctor's appointment, job interview, and illness) must give a written notice (e.g., send email).

### **Bonus credit:**

Creative and easy bonus assignments will be given during the term. Don't miss the chance.

## **Course General Rules and Policy**

### **COVID-19 Policies:**

Students may wear facemasks while in the Dillard Building at all times. When you test positive for COVID-19, you must complete the COVID-19 reporting form for students (click this link: [https://cm.maxient.com/reportingform.php?MSUTexas&layout\\_id=9](https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9)). Also, if you are feeling ill (no matter how minor), please do not attend the physical classroom session (you must email me), and we may schedule a meeting to make up for your missing classes. There is no plan to have a Zoom live stream in this course, but I will update you immediately if the plan changes.

### **Late Work:**

No late submission will be accepted and graded. Students who experience an emergency need to contact the instructor for late submission permission.

### **Makeup Work/Tests:**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero for all late assignments, exams, and projects.

Note: The due dates and times for the activities will adhere to the Central Time Zone.

### **Final Grade:**

Final grades will be posted via standard University channels and D2L.

### **Course Incomplete:**

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

### **Grade Appeal Process:**

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding regular semester to file a written appeal with the dean of the instructor's college in which the course was taught. See the MSU Student Handbook for University policy on grade appeal.

### **Academic Dishonesty:**

With regard to academic honesty, students are referred to the "Student Honor Creed" in the Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

**Disability Support Services:**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs. If a student has an established disability as defined in the Americans with Disabilities Act and would like to request an accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my office hours and phone number shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services.

**Safe Zones Statement:**

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. It is the professor's expectation that all students consider the class a safe environment.

**Important Dates:**

- Change of schedule or late registration: January 10 to 13
- Martin Luther King Jr.'s birthday: January 17
- Final deadline to file for May graduation: February 14
- Spring break: March 14 to 19
- Last Day to drop with a grade of "W": 4:00 pm, March 21
- Holiday break: April 13 to 15
- Last day of classes: April 29

\* It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class.

**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.

**Course Schedule:**

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use at the beginning of the semester. However, the course content and schedules are subject to change if it is necessary.

**Course Schedule**

Date	Topics	Assignments/Memo
Jan 11	Course orientation	Familiarize yourself with D2L/course syllabus
Jan 13	Introduction to International Marketing	

Jan 18	Culture and marketing (1)	
Jan 20	Culture and marketing (2)	
Jan 25	Culture and marketing (3)	
Jan 27	Case study 1. Jack Link's	Case study 1 report due at 5 pm, Friday, January 28
Feb 1	Case study 1. Presentation	
Feb 3	Political and Legal Environment	Article selection due at 5 pm, Friday, February 4
Feb 8	Review	
Feb 10	Exam 1	
Feb 15	Group project day 1	Project orientation & Team building
Feb 17	Global marketing research	Article presentation 1 & 2
Feb 22	Global marketing management (1) planning	Article presentation 3 & 4
Feb 24	Global marketing management (2) entry strategy	Article presentation 5 & 6
Mar 1	Case study 2. Wilcox	Case study 2 report due at 5 pm, Wednesday, March 2
Mar 3	Case study 2. Presentation	Market analysis paper due at 5 pm, Friday, March 4
Mar 8	Products for international markets	Article presentation 7 & 8
Mar 10	Group project day 2	
Mar 15	No class - Spring break	
Mar 17	No class - Spring break	
Mar 22	Review	
Mar 24	Exam 2	
Mar 29	International marketing channels	Article presentation 9 & 10

Mar 31	Pricing for international markets	Article presentation 11 & 12
Apr 5	Group project day 3	
Apr 7	Promotional strategy	Article presentation 13 & 14
Apr 12	Group project day 4	
Apr 14	No class – Holiday break	
Apr 19	Group presentation	Final paper/ppt due at 5 pm, Monday, April 18
Apr 21	Group presentation	
Apr 26	Review/Class wrap-up	
Apr 28	No lecture / Q&A Session	
May 2-4	Final Exam (Comprehensive exam)	

**\* This class schedule is subject to change if necessary**