

# MKTG 4340 Fall 2017

**Sam Houston State University  
College of Business Administration  
Department of Management and Marketing**

<b><i>Course Number:</i></b>	MKTG 4340
<b><i>Course Title:</i></b>	<b>International Management and Marketing</b>
<b><i>Prerequisites:</i></b>	Junior Standing
<b><i>Instructor:</i></b>	John J. Newbold
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<b><i>Class Hours &amp; Location</i></b>	<b>M/W 8:00 – 9:20 AM; 9:30 – 11:00 AM SH 335</b>
<b><i>Office Hours:</i></b>	M/W 1:00 – 2:00 PM
<b><i>Suggested Text:</i></b>	<i>International Marketing 17<sup>th</sup> ed.</i> <i>Cateora, Gilly and Graham</i>  McGraw-Hill Irwin, ISBN 9780077842161 <b>Rent for as low as \$60!</b> <b>Search for the ISBN on Google!</b>



## **Course Description:**

This course introduces global marketing and management theory and practice. In the context of a rapidly globalizing world, this course is designed to expose upper class business students to the environment, principles and practices of business in the global economy.

Further, this course will highlight the areas where a global strategy diverges from typical domestic strategy. Finally, a specific focus is given to the implications of international business on the “typical” domestic business model. The course is intended to initiate students’ development of knowledge, skills and attitudes necessary for operating as businesspeople in the global environment.

## **Learning Objectives:**

### **1. Gaining Factual Knowledge**

Students will gain factual knowledge and an understanding about Core Concepts of International Management and Marketing as represented by the list in Appendix A at the end of this syllabus. These concepts fall under the following general study areas:

- Why Companies “Go International”.
- Implications for the Business Model
- Assessing Global Market Opportunities,
- Adjusting to The Cultural Environment of Global Markets, and
- Developing Global Marketing Strategies

### **2. Practicing Critical Thinking About Marketing Concepts**

The skill of critical thinking will be promoted, as students will be asked to complete 3 Critical Thinking Assignments. These assignments will reinforce critical thinking skills such as:

- Understanding the context in which information is provided.
- Applying one’s own unique background and experience to an issue or problem.
- Applying academic frameworks to popular press materials.
- Stating a point of view in an effective manner.

# Grading and Evaluation:

## Multiple Approaches to Learning

This course is designed to provide you with multiple approaches to learning and multiple approaches to assessing your progress in understanding marketing. These activities include:

### Exams (200 points)

- There will be 2 Exams. (100 points each). These exams will be a combination of multiple choice questions and essay questions.

### Critical Thinking Assignments (180 points)

- There will be 2 Critical Thinking Assignments. These will entail reading a current article related to international management and marketing and applying concepts from the course in the form of an essay assignment. Each CTA will be worth 90 points.

### Comprehensive Final Exam (60 points)

- A Comprehensive Final Exam will be given during Finals Week. It will be worth 60 points. It will be all multiple choice questions.

### Student Workbook (40 points)

- Students will be required to complete a Student Notebook as material is covered in the class. Successful completion of each notebook prior to each exam is worth 20 points per.

### Attendance (20 points)

- Arrive at class on-time.
- Do not get up to leave in the middle of class.
- Tardies and early exits are treated as absences.
- Each student is allowed 3 grace absences. Once you have more than 3 absences, you will receive a “0” for attendance. If you miss 5 or more classes, you will automatically receive a grade of “F” for the course.

# Summary of Grading System

## Allocation of Points by Assignment or Area

Component	Points	%
Exams	200	40
Critical Thinking Assignments	180	36
Final Exam	60	12
Student Workbook	40	8
Attendance	20	4
<b>TOTAL</b>	<b>500</b>	<b>100</b>

## Grading Scale

Grade	Point Range
A (100% - 90 %)	450 - 500
B (80% - 89. %)	400 - 449
C (70% - 79%)	350 - 399
D (60% - 69%)	300 -349
F (59% or lower)	299 or less

## Course Policies:

Your enrollment in this course indicates your agreement to follow the course Policies as laid out in the ensuing pages. If, for any reason, you feel you cannot comply with one or more of these course policies, it is recommended that you drop this course.

### “Take Early” Exams

**Note: There will be no make-up exams. Students who miss an exam without making a provision to take the exam early will simply receive a “0” score for the missed exam.** In order to qualify for a “Take Early” exam, **the student must inform the instructor prior to the time of the exam**, via email or phone message, of their inability to take the exam at the assigned time. The make-up exam must then be taken **prior** to the scheduled exam. Students are allowed one “take early” exam. There will be no provision for missing a second missed exam. The student will receive a “0” for the second missed exam.

## **Appealing Answers on the Exams**

Unfortunately, there is not enough time in class to review each and every question and answer from each exam. However, you are encouraged to make an appointment with the instructor to review your exam on a question-by-question basis. If you feel the answer key is incorrect, or that more than one answer may be correct, you may appeal your answer. Your appeal must be typed and must provide a rationale for the answer that you believe is correct.

Answer the following questions for each question you are appealing. Your appeal will not be considered if you do not answer all of the questions:

- 1) Which question are you appealing?
- 2) Have you reviewed all of the relevant background material? In particular, the book, class lectures, and your notes?
- 3) Explain, in detail, why you feel the answer you chose is at least as good as if not better than the answer provided by the publisher of the test bank. Be sure to cite the text book, and/or class lectures and your notes.

Appeals must be sent to the instructor via email within one week of the return of the graded exam.

## **Student Absences on Religious Holy Days**

Section 51.911(b) of the Texas Education Code requires that an institution excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignment(s) and/or examination(s) are to be completed.

## **Students with Disabilities Policy**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center . They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center. For a complete listing of the university policy, see: [http://www.shsu.edu/~vaf\\_www/aps/811006.pdf](http://www.shsu.edu/~vaf_www/aps/811006.pdf)

## **Academic Dishonesty**

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see:

<http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

The subject of academic honesty is addressed in paragraph 5.3, Chapter VI, of the *Rules and Regulations*, Board of Regents, The Texas State University System, and Sam Houston State University *Student Guidelines* published by the Office of Student Life to wit:

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

**"Cheating" includes the following and similar actions:**

- (1) Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs.
- (2) Using, during a test, materials not authorized by the person giving the test.
- (3) Collaborating, without authorization, with another student during an examination or in preparing academic work.
- (4) Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.
- (5) Substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.
- (6) Bribing another person to obtain an unadministered test or information about an unadministered test.
- (7) Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of the rough and/or final versions of an assignment by a professional typist.

5.32 "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea into one's own work offered for credit.

5.33 "Collusion" means the unauthorized collaboration with another person in preparing work offered for credit.

5.34 "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

5.35 "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

Procedures for discipline due to academic dishonesty shall be the same as in disciplinary actions specified in The Texas State University System *Rules and Regulations* and Sam

Houston State University *Student Guidelines* except that all academic dishonesty actions shall be first considered and reviewed by the faculty member teaching the class. **The faculty member may impose failure or reduction of a grade in a test or the course, and/or performing additional academic work not required of other students in the course.** If the faculty member believes that additional disciplinary action is necessary, as in the case of flagrant or repeated violations, the case may be referred to the Dean of Student Life or a designated appointee for further action. If the student involved does not accept the decision of the faculty member, the student may appeal to the chair of the appropriate academic department/school, seeking reversal of the faculty member's decision.

If the student does not accept the decision of the chair of the academic department/school, he/she may appeal to the appropriate academic dean. The chair of the academic department/school may also refer the case directly to the academic dean if the case so warrants.

### Appendix A: Key Concepts Covered in This Course

Topics	Concept
<b>Exam 1</b>	<b>Introductory Concepts</b>
	<b>Overview</b>
1	Why firms engage in international business
2	Impacts of international business to the basic business model
3	What makes international business difficult
4	Self-reference criterion and ethnocentrism
5	Adaptation and Standardization
6	Sovereignty
	<b>International Trade Framework Since WWII</b>
7	Impacts of WW I Aftermath and WW II
8	GATT and WTO
9	IMF and the World Bank
	<b>Ethical and Legal Issues</b>
10	Bribery, extortion, subornation, lubrication
11	Counterfeiting and piracy
12	Political Risks: Confiscation, Expropriation, Domestication
13	Reducing Political Vulnerability
	<b>Economic Development and Economic Cooperation</b>
14	UN Levels of Economic Development
15	Strategies used by less developed countries to spur economic growth
16	NICs and BEMs
17	Income levels for poverty line, middle class

<b>18</b>	<b>Why countries engage in economic cooperation</b>
<b>19</b>	<b>Forms of economic cooperation (trade blocs)</b>
<b>Exam 2</b>	<b>Business/Marketing Strategies</b>
	<b>Quick Review of Current Global Economic Climate</b>
<b>20</b>	<b>US Economy</b>
<b>21</b>	<b>Chinese Economy</b>
<b>22</b>	<b>Japan, India and the Asian NICs</b>
<b>23</b>	<b>Europe (EU)</b>
<b>24</b>	<b>Africa and the Middle East</b>
<b>25</b>	<b>Latin America</b>
	<b>Market Entry Strategies</b>
<b>26</b>	<b>Exporting</b>
<b>27</b>	<b>Licensing/Franchising</b>
<b>28</b>	<b>Joint Ventures/Consortia</b>
<b>29</b>	<b>Foreign Direct Investment</b>
<b>30</b>	<b>Risk/Reward, Control and the “Third Dimension”</b>
	<b>Distribution Issues</b>
<b>31</b>	<b>Parallel/Gray Markets</b>
<b>32</b>	<b>Types of Middlemen: Agents and Merchants</b>
<b>33</b>	<b>Implications of Who Takes Title</b>
	<b>Expatriates</b>
<b>34</b>	<b>Expatriates/Foreign Nationals/Third Country Nationals</b>
<b>35</b>	<b>Why Firms Use Expatriates</b>
<b>36</b>	<b>Advantages/Disadvantages for Companies</b>
<b>37</b>	<b>Advantages/Disadvantages for Individuals</b>
<b>38</b>	<b>Attributes Desired in Expatriates</b>

## Tentative Class Schedule

<b><u>Date</u></b>	<b><u>Lectures</u></b>	<b><u>In-Class / Homework Assignments</u></b>
A 23	Class introduction	Food Origins/Christmas Traditions
A 28	<b><u>NO CLASS: HARVEY</u></b>	
A 30	<b><u>NO CLASS: HARVEY</u></b>	
S 4	NO CLASS: LABOR DAY	
S 6	Why firms engage in Intl Business Impacts on Basic Business Model What makes Intl Bus challenging	Video: Coca Cola Enters Russia
S 11	Self-reference criterion Ethnocentrism Adaptation vs. Standardization Sovereignty	Video: Oreo Cookies
S 13	WWI, WWII and Aftermath GATT and WTO IMF and World Bank	
S 18	Types of Trade Barriers	<b>CTA #1 Assigned</b>
S 20	Bribery. Extortion, subornation, lubrication Counterfeiting and piracy	

S 25	<p><b>Political Risks: Confiscation, Expropriation, Domestication</b></p> <p><b>Ways of reducing political risk</b></p>	
S 27	<p><b>4 Forms of Law: Common, Code, Islamic and Marxist/Socialist Tenets</b></p> <p><b>International dispute resolution: conciliation, arbitration, litigation</b></p>	
O 2	<p><b>UN Levels of Economic Development</b></p> <p><b>Strategies to Create Economic Growth</b></p>	<b>CTA #1 Due</b>
O 4	<p><b>NICS and BEMS</b></p>	<b>Video: Angola</b>
O 9	<p><b>Income levels for poverty, middle class</b></p>	<b>Video: Bangalore</b>
O 11	<p><b>Forms of economic integration</b></p> <p><b>Why Countries engage in economic cooperation</b></p> <p><b>Forms of economic cooperation (trade blocs)</b></p>	<b>In-class activity</b>
O 16	<p><b>Review for Exam 1</b></p>	
O 18	<p><b>Exam 1</b></p>	
O 23	<p><b>Overview of World Economies</b></p> <p><b>US Economy</b></p>	
O 25	<p><b>China</b></p>	<b>Videos: China #1</b>
O 30		<b>Videos: China #2 &amp; China #3</b>

N 1	<p style="text-align: center;"> <b>Japan/India/Asian NICs</b>  <b>Europe</b>  <b>Africa</b>  <b>Middle East</b>  <b>Latin America</b> </p>	
N 6	<p style="text-align: center;"><b>Bottom of Pyramid Markets</b></p>	<p style="text-align: center;"> <b>BOPM Video #1</b>  <b>BOPM Video #2</b>  <b>CTA #2 Assigned</b> </p>
N 8	<p style="text-align: center;"> <b>Exporting</b>  <b>Licensing/Franchising</b>  <b>Joint Ventures</b>  <b>Foreign Direct Investment</b>  <b>Risk, Reward, Control and “Third Dimension”</b> </p>	
N 13	<p style="text-align: center;"> <b>Country of Origin Effects</b>  <b>Adaptation vs. Standardization</b>  <b>Mix Elements Most Likely to be Adapted</b>  <b>Product Component Model</b>  <b>Best Way to Avoid Marketing Mistakes</b> </p>	<p style="text-align: center;"><b>Video: Subway International Expansion</b></p>
N 15	<p style="text-align: center;"> <b>Parallel/Gray Markets</b>  <b>Types of Middlemen</b>  <b>Agents vs. Merchants</b>  <b>Implications of Who Takes Title</b> </p>	
N 20	<p style="text-align: center;"> <b>Expatriates/Foreign National/Third Country Nationals</b>  <b>Why Firms Use Expatriates</b> </p>	<p style="text-align: center;"><b>CTA #2 Due</b></p>
N 22	<p style="text-align: center;"><b>NO CLASS: THANKSGIVING</b></p>	
N 27	<p style="text-align: center;"> <b>Advantages/Disadvantages for Firms</b>  <b>Advantages/Disadvantages for Individuals</b>  <b>Attributes Desired in Expatriates</b> </p>	

<b>N 29</b>	<b>Exam 2</b>	
<b>D 4</b>	<b>FINAL EXAM</b>	
<b>D 6</b>	<b>FINAL EXAM</b>	