

MKTG 4340 Spring 2018

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

<i>Course Number:</i>	MKTG 4340
<i>Course Title:</i>	International Management and Marketing
<i>Prerequisites:</i>	Junior Standing
<i>Instructor:</i>	John J. Newbold
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<i>Class Hours & Location</i>	Tues/Thur 3:30 – 5:00 PM; TWC 230
<i>Office Hours:</i>	Tues/Thur 2:30 – 3:30 (@TWC Rm 310)
<i>Suggested Text:</i>	<i>International Marketing 17th ed.</i> <i>Cateora, Gilly and Graham</i> McGraw-Hill Irwin, ISBN 9780077842161 Rent for as low as \$60! Search for the ISBN on Google!



Course Description:

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

Further, this course highlights the areas where a global strategy diverges from typical domestic strategy. Finally, there is a specific focus on the implications of international business for the “typical” domestic business model. The course will 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 provides multiple approaches to learning and multiple approaches to assessing your progress in understanding marketing. These activities include:

Exams (300 points)

- There will be 2 exams. These exams will be a combination of multiple choice questions and short-answer essay questions. These exams will be worth 100 points each.
- There will also be a comprehensive Final Exam. This exam will consist of multiple-choice questions only. This exam will be worth 100 points

Critical Thinking Assignments (200 points)

- There will be 3 Critical thinking Assignments. These are papers, 3 – 4 pages in length, whereby the student must apply critical thinking to current articles dealing with international business issues. The first paper is worth 40 points. The subsequent 2 papers are worth 80 points each.

Student Workbook (60 points)

- Students will be required to complete a Student Workbook as material is covered in the class. Successful completion of each notebook prior to each exam is worth 30 points per. Success will be determined by two criteria: Completeness and quality of notes.

Attendance (40 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	300	50
Student Notebook	60	10
Critical Thinking Assignments	200	33
Attendance	40	7
TOTAL	600	100

Grading Scale

Grade	Point Range
A (100% - 90 %)	540 - 600
B (80% - 89. %)	480 - 539
C (70% - 79%)	420 - 479
D (60% - 69%)	360 - 419
F (59% or lower)	359 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 with 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

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
Exam 1	Introductory Concepts
	Overview
1	Why firms engage in international business
2	Impacts of international business to the basic business model
3	What makes international business challenging
4	Self-reference criterion and ethnocentrism
5	Adaptation and Standardization
6	Sovereignty
	International Trade Framework Since WWII
7	Impacts of WW I Aftermath and WW II
8	GATT and WTO
9	IMF and the World Bank
10	Balance of Payments and Currency Exchange Rates
11	Nationalism, Protectionism and Reasons for Trade Barriers
12	Types of Trade Barriers (Tariff and Non-Tariff)
	Ethical and Legal Issues
13	Bribery, extortion, subornation, lubrication
14	Counterfeiting and piracy
15	Political Risks: Confiscation, Expropriation, Domestication
16	Reducing Political Vulnerability
17	5 Forms of Law: Common, Code, Islamic, Marxist/Socialist
18	International Dispute Resolution: conciliation, arbitration, litigation

	Economic Development and Economic Cooperation
19	UN Levels of Economic Development
20	Strategies used by less developed countries to spur economic growth
21	NICs and BEMs
22	Income levels for poverty line, middle class
23	Why countries engage in economic cooperation
24	Forms of economic cooperation (trade blocs)
Exam 2	Business/Marketing Strategies
	Quick Review of Current Global Economic Climate
25	Overview of the World Economy
26	US Economy
27	Chinese Economy
28	Japan, India and the Asian NICs
29	Europe (EU)
30	Africa and the Middle East
31	Latin America
32	Bottom of the Pyramid Markets
	Market Entry Strategies
33	Exporting
34	Licensing/Franchising
35	Joint Ventures/Consortia
36	Foreign Direct Investment
37	Risk/Reward, Control and the “Third Dimension”
	Marketing Considerations
38	Country of Origin Effects
39	Adaptation vs Standardization: Implications
40	Marketing mix elements most likely to be adapted
41	Role of the Product Component Model
42	Best way to avoid a marketing mistake
	Distribution Issues
43	Price escalation and how to deal with it
44	Parallel/Gray Markets
45	Types of Middlemen: Agents and Merchants
46	Implications of Who Takes Title
47	Export Trading Companies vs. Export Management Companies
48	Factors Impacting Choice of Channels
	Expatriates
49	Expatriates/Foreign Nationals/Third Country Nationals
50	Why Firms Use Expatriates
51	Advantages/Disadvantages for Companies
52	Advantages/Disadvantages for Individuals
53	Attributes Desired in Expatriates

Tentative Class Schedule

Date	Lectures	In-Class / Homework Assignments
1/18	Introduction/Overview	Food Origins Christmas Traditions
1/23	Why firms engage in Intl Business What makes Intl challenging Impacts to Business model	Business Model Worksheet
1/25	Self-reference criterion Ethnocentrism Adaptation vs. Standardization Sovereignty	Coca Cola in Russia Video
1/30	WWI, WWII and implications GATT & WTO IMF and World Bank	Oreo Cookie Video
2/1	Balance of Payments Currency Exchange Rates Protectionism	Video: European Debt Crisis
2/6	Types of Trade Barriers	
2/8	Bribery, extortion, subornation, lubrication Counterfeiting and Piracy Political Risks: Confiscation, Expropriation, Domestication Ways of Reducing Political Risk	
2/13	4 Forms of Law International dispute resolution	
2/15	UN Levels of Economic Development NICs and BEMs Basic Strategies for Economic Growth	
2/20	(no lecture: videos)	Video: Angola Video: Bangalore
2/22	Discussion of Critical Thinking Pt. I	CTA 1 Handed Out
2/27	Discussion of Critical thinking Pt. II	
3/1	Forms of Economic Cooperation Trade blocs	
3/6	Review for Exam 1	
3/8	Exam 1	CTA 1 Due
3/13	Spring Break	
3/15	Spring Break	
3/20	Overview of World Economy US Economy China	CTA 2 Handed out

	Europe Japan India	
3/22	(no lecture, videos)	3 videos on China
3/27	BOPMs	2 videos on BOPMs
3/29	Market Entry Strategies Pt. I	
4/3	Market Entry Strategies Pt. II	CTA 2 Due
4/5	Country of Origin Effects Adaptation vs. Standardization Marketing mix elements most likely to be adapted Product Component Model Best way to avoid marketing mistakes	Subway video
4/10	Price escalation and how to deal with it Parallel/Gray Markets Import Oriented Distribution Model	CTA 3 Handed Out
4/12	Noober's Goobers Exercise	
4/17	Agents vs. Merchants Implications of who takes title Export Trading Companies vs. Export Management Companies Factors impacting Choice of Channel Partners	
4/19	Expatriates Pt. I	
4/24	Expatriates Pt. II	CTA 3 Due
4/26	Review for Exam 2	
5/1	Exam 2	
5/3	Review for Final Exams	
5/8	FINAL EXAMS	
5/10	FINAL EXAMS	