

**Sam Houston State University**  
**College of Business Administration**  
**Department of Management and Marketing**  
**Spring 2018**

<b>Course Number:</b>	MKTG 4340 (CRN 22398)
<b>Section:</b>	01 (MW 12:30 – 1:50 pm, SHB 335)
<b>Course Title:</b>	<b>International Management &amp; Marketing</b>
<b>Prerequisites:</b>	Junior Standing
<b>Instructor:</b>	Dr. Irfan Ahmed
<b>Office:</b>	SHB 236N
<b>Phone:</b>	(936) 294-1276
<b>Email:</b>	<a href="mailto:irfanahmed@shsu.edu">irfanahmed@shsu.edu</a>
<b>Twitter:</b>	@AhmedMKTG
<b>Office Hours:</b>	Monday and Wednesday, 9:00 am –12 noon, and by appointment.
<b>Required Text:</b>	<i>International Marketing</i> 11e, by Vern Terpstra, James Foley, and Ravi Sarathy, ISBN 978-0981-7293-81
<b>Other materials:</b>	Class overheads to be downloaded from Blackboard, and materials handed out in class or provided electronically; 4340 social media site(s).

**Course Description:** This course provides an introduction to 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. The course is intended to initiate the student's development of knowledge, skills and attitudes necessary for operating as businesspeople in the global world.

**Course Objectives:** The major objectives of this course are:

1. To develop an appreciation of the global nature of business today, and the forces shaping the evolution of the global market.
2. To become familiar with the process of extending from domestic business operations into global markets.
3. To become familiar with the major institutions participating in and facilitating global markets.
4. Develop an appreciation of the challenges of global business through an understanding of the familiar and unfamiliar in the cultural, social, economic, technological and regulatory environments of global business.
5. To become familiar with the major laws and ethical considerations relating to global markets.

**Course Methodology:** The course will utilize lectures, class and online discussions, individual and/or group assignments and case analyses, and a group project. The course will encourage independent learning, research, and articulation of ideas on the part of students.

**Course Expectations:** In order to get the most out of this course, students are expected to:

- be prepared for each class by reading the assigned chapters from the text and any other material assigned by the Instructor.
- participate actively in class discussions, and ensure that their class discussion inputs are articulate, appropriate and enrich class understanding of the topic being discussed.
- keep themselves updated on all course-related information provided in class, via Blackboard and through SamMail.

**Grading/Evaluation:**

- Exams, 100 points each.  
There will be three exams over designated chapters, class lectures, audio-visual material and other material used for class discussion or individual study. You will need to bring a green or blue Scantron and #2 pencils for each exam. Students will not be allowed to take exams if they are more than fifteen minutes tardy for the exam. The comprehensive final may be taken to replace the lowest of the three exam scores. If you miss an exam without an acceptable excuse, you cannot take the comprehensive final to replace it. Acceptable excuses include: medical reasons, jury duty or court appearance, death in the immediate family, and university related activity (documentation must be provided). The student must inform the professor before an exam if it will be missed, and must provide the documentation and arrange to take a make-up exam at the earliest.
- Attendance/Participation, 50 points. You can earn a maximum of 25 points for your attendance, subject to the number of absences, and avoidance of disruptive behavior as described below.
  - o You are considered absent if you have not arrived by the end of the roll call, which will usually be at the beginning of class. If you walk out of the class after the roll is taken and before class is dismissed, you will lose your attendance for the day. Two tardy appearances will be considered as one absence. If you are tardy, it is your responsibility to inform the professor, as soon as the class ends, that you came in tardy.
    - If you have one or two absences, you can receive all 25 points
    - For each absence after two, there will be a 5 point deduction.
    - **More than 7 absences will automatically get you a grade of F in the course.**
  - o You are expected to:
    - Be in class on time, and not disrupt the class by going in and out of class.
    - Not receive or make mobile phone calls or engage in mobile phone usage, nor conduct private conversations while the class is in progress. **Engaging in any of these disruptive activities will seriously reduce your class participation and attendance grade.**
  - o The remainder of the class participation grade (25 points) will be based on your active contribution to class discussions. Your participation must be regular, articulate, professional, and contribute to the class understanding of the material being discussed. Class participation will be judged on regularity, quantity and quality of input. Irrelevant and disruptive participation will not receive any credit. **You have to actively participate in order to get the class participation points – just being there will not be enough.**
- The International Market Project, 100 points.  
This is a group project, with students working in groups of 4-5. Each group shall perform a complete analysis of an international market. The project requires the submission of a written report and a class presentation at the end of the semester. Students will be provided details on the group project in a separate handout, and will have to complete a Project Completion Contract prior to starting the project. **It is the student's responsibility to access the project guidelines and fully understand all project expectations and grading policies.**

Thus, a total of 450 points is possible in the course. The following criteria will be used to determine your final course grade:

405 – 450: A; 360 – 404: B; 315 – 359: C; 270 – 314: D; Below 270: F

Opportunities for extra credit, **if any**, will be announced in class and will be available **to all** students. No special opportunities for extra credit will be offered to individual students.

**Religious Holy Days Policy:**

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student must notify the instructor, not later than the 4<sup>th</sup> calendar day after the first day of the term, of each scheduled class day that he/she will be absent for a religious holiday.

**Students with Disabilities Policy:**

It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life Program, or activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by contacting the Director of the Counseling Center in the Lee Drain Building.

**Class and General Conduct:**

Food or drink, excluding water, may not be consumed in the class-room. The use of mobile phones, other communication devices, tablets, laptops or other portable computers during class is prohibited, unless permission has been asked for and given in advance. Civility and respect for others is expected. Students are expected to abide by all applicable University regulations.

**Communications, personal communication devices and computer usage policy:**

- The use of mobile phones, other communication devices and laptop or other portable computers during class is prohibited, unless permission has been given in advance.
- The first time you are observed in violation, you will receive a warning.
- Each subsequent violation will lead to a **reduction of one letter grade of your overall course grade.**

**Academic Misconduct:**

All students who enroll at Sam Houston State University agree to assume the responsibilities of citizenship in the campus community. Cheating, plagiarism and other forms of academic dishonesty will not be tolerated. The Professor may use plagiarism detection software to determine cases of plagiarism. Incidents of plagiarism could lead to a failing grade in the course and disciplinary action by the University.

**Tentative Schedule**

<b>Week</b>	<b>Dates</b>	<b>Topics</b>	<b>Reading</b>
<b>1</b>	January 17	University closure	
<b>2</b>	January 22 January 24	Course Introduction Introduction to International Marketing The Global Economic Environment	Chapter 1 Chapter 2
<b>3</b>	January 29 January 31	The Global Economic Environment The Political-Legal Environment	Chapter 3
<b>4</b>	February 5 February 7	The Political-Legal Environment Cultural Influences	Chapter 4
<b>5</b>	February 12 February 14	Cultural Influences Ethics in International Marketing	Chapter 5
<b>6</b>	<b>February 19</b> February 21	<b>Exam 1 (February 19)</b> International Marketing Research	Chapter 6
<b>7</b>	February 26 February 28	International Marketing Research Foreign Market Selection	Chapter 7
<b>8</b>	March 5 March 7	International Market Entry	Chapter 8
<b>9</b>	March 12 & 14	<i>Spring Break</i>	
<b>10</b>	March 19 March 21	International Product Policy	Chapter 9
<b>11</b>	<b>March 26</b> March 28	<b>Exam 2 (March 26)</b> International Branding and Promotion	Chapter 10
<b>12</b>	April 2 April 4	International Branding and Promotion Supply Chain Management	Chapter 11
<b>13</b>	April 9 April 11	<b>Project Individual Completion and Review (April 9)</b> Supply Chain Management	
<b>14</b>	April 16 April 18	International Pricing	Chapter 12
<b>15</b>	<b>April 23</b> <b>April 25</b>	<b>Exam 3 (April 23)</b> <b>Project Report Final Submission (April 25)</b> Group Presentations	
<b>16</b>	<b>April 30</b> <b>May 2</b>	Group Presentations Group Presentations	
<b>Finals Week</b>	<b>May 7</b>	<b>FINAL EXAM 1:00-3:00 pm</b>	

**MKT 4340**  
**PERSONAL INFORMATION SHEET**

**The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose. This form will be shredded after the end of the semester.**

Name: \_\_\_\_\_ ID# \_\_\_\_\_  
(Last), (First)

Phone(s): \_\_\_\_\_ E-mail: \_\_\_\_\_

Major: \_\_\_\_\_ Classification: \_\_\_\_\_

Professional:

Presently work as: \_\_\_\_\_ with \_\_\_\_\_

Have worked as : \_\_\_\_\_ with \_\_\_\_\_ for \_\_\_\_ years

\_\_\_\_\_ with \_\_\_\_\_ for \_\_\_\_ years

Your career goals in brief:

\_\_\_\_\_

Personal:

You are from \_\_\_\_\_

have lived in \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

have traveled to (outside the U.S.) \_\_\_\_\_, \_\_\_\_\_,

\_\_\_\_\_

**Acknowledgment:**

I have read the syllabus and understand the expectations and policies stated therein.

\_\_\_\_\_ (Signature)