Course Syllabus
MKTG 4530 001 – International Marketing
Spring Semester, 2019
3.0 Credit Hours
T,TH 1:00 pm – 2:25 pm FCBE 127

Instructor: Adrienne E. Zaitz
Phone: 901.678.2477
E-Mail: University email system only (Do not use elearn email to communicate)
azaitz@memphis.edu
Office: FCBE #242
Office hours: Friday 10-12

Course Overview:
This course is a lecture/discussion/participatory class that examines the impact of economic, cultural, political, and environmental forces in international marketing. This course will examine worldwide marketing opportunities through the traditional 4 P’s of marketing approach. The goal is to understand how marketing products and services abroad is quite different than marketing in the US.

Pre-Requisites/Co-Requisites:
Junior Standing and successful completion of MKTG 3010.

Required Texts (and Related Materials):
- Philip Cateora, Mary Gilly, and John Graham, International Marketing, 17th edition, McGraw-Hill is the required text. You may acquire new or used, loose-leaf or text or digital version as long as it is the 17th edition.

Suggested Materials:
Suggested Materials: The Wall Street Journal, The New York Times or other reputable newspaper, international marketing and trade research resources via UM library or online search
Location of Course Materials:

This course will be managed through Marketing 4530 located on the eCourseware website (opens in new window). You are expected to check the eCourseware website for announcements, assignments and grades daily. You will be required to use the website to view PPT presentations, obtain supplemental materials, submit assignments, contact other students and fully participate. You must be adept at using elearn in this course. This includes having access to a laptop throughout the semester.

If you are having technical problems please contact the 24 hour helpdesk at 901-678-8888.

Learning Tools:

This course utilizes a variety of learning tools including the text, PPT presentations, exams, and class experiential activities and assignments. Each student is expected to actively engage in class discussions and will be assigned as a team member tasked with developing a comprehensive International Marketing Project.

Course Objectives:

By successfully completing this course, students will be able to:

1. Identify worldwide marketing opportunities through understanding of the cultural, social, economic, legal, political and environmental elements of marketing abroad.
2. Appreciate the unique challenges of marketing by region/country and explore comparative marketing systems and infrastructures.
3. Apply marketing concepts and principles toward developing a marketing plan for a new product introduction into a market in a developing and/or emerging economy.
4. Enhance teamwork skills by working within a team tasked with developing and delivering a comprehensive International Marketing Project.

In addition, you will:

1. Demonstrate ability to think critically, analyze information, and showcase technological expertise in presenting business information.
2. Conduct international market research through use of the UM library and internet search to identify relevant and accurate international marketing information.

Fogelman College: Learning Outcomes for Your Degree

The Fogelman College has established the following learning goals for all students successfully completing the BBA degree.

• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.
Course Methodology

This is a lecture course and attendance and participation are important to success in this course. Each student is expected to actively engage in class activities and assignments.

Professor's Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all individual and team work.

Student's Expectations of the Professor:

In my role as your instructor, there are certain things you should expect from me including organized and engaging learning experiences, responses to emails within two (2) business days, and feedback on work submitted within (14) calendar days.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed. There will be no make up for late assignments. Pre-notification is required for exams missed with reason substantiated.

Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
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<tbody>
<tr>
<td>90% or above</td>
<td>A</td>
</tr>
<tr>
<td>80%-89.9%</td>
<td>B</td>
</tr>
<tr>
<td>70%-79.9%</td>
<td>C</td>
</tr>
<tr>
<td>60-69.9%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussion participation, assignments, exams and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.
Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Grade Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Environmental Overview</td>
<td>12%</td>
</tr>
<tr>
<td>International Marketing Plan</td>
<td>12%</td>
</tr>
<tr>
<td>Team: Drop boxes (7 @ 3% each)</td>
<td>21%</td>
</tr>
<tr>
<td>Exam 1</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 4 (Final)</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance/Participation</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Course Topics:

Week 1 Topics: International Marketing Challenges, Readings: Chapters 1 in the International Marketing, 17th edition textbook.

Week 2 Topics: International Trade, History and Geography, Readings: Chapters 2, 3 in the International Marketing, 17th edition textbook.


Week 5 Topic: International Market Research, Americas; Europe, Africa and Middle East. Readings: Chapter 8, 9 in the International Marketing, 17th edition textbook.

Week 6 Topic: Europe, Africa and Middle East. Readings: Chapter 10 in the International Marketing, 17th edition textbook. **Exam 1 (Chapters 1-7) on February 19.**


Week 8 **Spring Break**


Week 10 Topics: Consumer Products and Services, Readings: Chapters 13 in the International Marketing, 17th edition textbook. **Environmental Overview due March 18.**


Week 14: **International Marketing Plan is due April 15. International Marketing Plan Presentations on April 16 and April 18.**

Week 15: **Presentations on April 23.**

Week 16: **Final Exam is May 2.**

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**Description of Assessed Activities**

**International Marketing Team Project (24%)**

This is a group assignment in which you and several other students will be assigned to work as a team and choose a country for in depth investigation. The country should be currently classified as a developing or emerging market (as opposed to a highly developed economic power.) It should have an existing trade relationship with the US. I will approve your country selection based on a first come first served basis and feasibility.

The first deliverable is a **Country Environmental Overview which is due on March 18.** It should be submitted in color, PPT format and be 15-20 slides in length. A comprehensive outline will be delivered to help your team prepare.

It will include the following:

- Economic analysis
- Geography/Resources/Energy
- Demographics
- Cultural dynamics
- Political system
- Legal system
- Transport Infrastructure
- Communications infrastructure
- Development stage
- Trade agreements
- Challenges and opportunities

Your team will then be asked to choose an existing US based (home) company that sells consumer products or services. The company may or may not currently sell abroad. The home company should offer product(s) or services that would benefit your adopted country. The home company mission and values should fit with your adopted country values, needs and
wants. You may choose a large US multinational or a small US export company, or even a small, US locally based business. After the company is selected, the team will select a product launch or service the US home company will launch within their adopted country. **CAUTION: Confirm that this product or service has not already launched in your adopted country.**

The second part of the International Marketing Team Project involves conducting a **market audit and competitor market analysis** and developing and delivering the International Marketing Plan.

The final component of the International Marketing Project includes the **International Marketing Plan** which includes:

- Marketing audit
- Product adaptation
- Distribution strategy
- Promotion mix
- Pricing strategy
- Executive summary

The complete **Team International Marketing PPT Project is due on April 15.** It should be submitted in color, PPT format and be 15-20 slides in length.

Your team will be assigned a presentation date including either 4/16 or 4/18 or 4/23. You will present highlights of your International Marketing Plan including the Environmental Overview and Marketing Plan orally to your classmates. You will also be asked to evaluate competing teams on your assigned presentation date. The winning team for the day will have three points added to the instructor project team grade.

If you have a problem submitting an assignment via drop box, call the tech people at 901-678-8888. Do not wait until the last minute to submit your assignment. I will not accept a late assignment even if a technical problem causes you to miss the deadline. You can access your assignments from the Content page or go to Dropbox. You can access drop box instructions by going into the drop box. The system accepts multiple entries if needed but mark the one you want graded.

**Ecourseware dropbox submissions must be received by 11:59 pm on the date(s) due.** Late assignments or assignments submitted outside the ecourseware system will not be accepted and partial credit will not be given.

It is your responsibility to ensure that you are a member of a group. Your name must be listed on the International Marketing Project documents as a contributor and you must participate in the final PPT presentation to receive your grade for the project.
**Peer to Peer Evaluations**

Teams will be asked to complete anonymous peer evaluations at the close of the semester. Project grade will be adjusted based on the result of the peer evaluations. Team members flagged as low or non-contributors by all members will not receive the full grade points allocated to the team assignments.

**Group Challenges**

Please remember that working in teams despite its many advantages can sometimes pose challenges. Only in the case of serious group problems (e.g., an individual failing to participate, failing to contact group members, etc.) should the instructor be consulted. I recommend assigning team members to various components in time for review and improvement.

Working in teams successfully is important for success in business and in this field of endeavor. A highly functional team will take advantage of the strengths of each member. The team lead should do what is necessary to protect the quality and timeliness of the deliverable. Respect should be shown toward all team members and their contributions and ideas.

**Team Get Out Dropbox Assignments (21%)**

Each team will deliver seven Get Out drop box assignments on the dates listed below. These team assignments should be delivered in word .doc format and will assist the team in developing their team project. Please proof as I will deduct for typos and grammatical errors as well as for incomplete documents. All assignments in this course require secondary research and are fact based.

<table>
<thead>
<tr>
<th>Team Dropbox Deliverables</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Get Out 1: Economic Analysis</td>
<td>January 27</td>
</tr>
<tr>
<td>Team Get Out 2: Geography, Demographics, Culture</td>
<td>February 10</td>
</tr>
<tr>
<td>Team Get Out 3: Political and Legal Systems</td>
<td>February 17</td>
</tr>
<tr>
<td>Team Get Out 4: Communication, Transport, Trade</td>
<td>March 3</td>
</tr>
<tr>
<td>Team Get Out 5: Market Audit and Adaptation</td>
<td>March 24</td>
</tr>
<tr>
<td>Team Get Out 6: Channels of Distribution</td>
<td>April 7</td>
</tr>
<tr>
<td>Team Get Out 7: Promotional and Pricing</td>
<td>April 12</td>
</tr>
</tbody>
</table>

**Note:** Team submitter must list names of all contributors for team members to receive the team grades on Get Outs and project work. Do not list non-contributors. Dropbox assignments must be submitted on time.
**Class Participation/Attendance (15%)**

I capture attendance at each class session. On time attendance is expected. Please complete the attendance sheet provided. It is disruptive to the class if you are late. On test days you should be seated within 15 minutes of the start of class. During class please turn off cell phones and other electronic devices unless needed for class participation.

Participation is an important component of the class. The participation grade will be provided at the close of the course. Note: If you request a class member to sign your name on your behalf you and the signing member will be penalized.

**Exams (40%)**

Four exams will be given. The dates are **February 19, March 26, April 11 and May 2.**

Exam format will be True/False and Multiple Choice questions. Essay questions may also be included. Under no circumstances will a test be administered on a day different from the date scheduled for the entire class. If you fail to show up for an exam without contacting me prior to the exam, you will receive a zero. Even in the case of an emergency, please contact me within 24 hours of the scheduled exam or a zero will be assigned.

A make-up exam for individuals missing any exams will be available only under the following conditions: 1) The individual has notified the instructor before the exam date or 2) has an official university excused absence or a written doctor’s excuse. The make-up exam will be scheduled at the professor’s discretion.

Care will be given during the preparation of exams to avoid typographical and other errors. However, mistakes do happen, and the instructor may choose to exclude any questions that may contain inadvertent errors. This is dependent solely on the discretion of the instructor.

**Student to Student Discussion Forums and Technical Questions**

I have set up a Student-to-Student Discussion Forum. You may utilize the Student-to-Student Discussion Forum within eCourseware for technical questions or general questions as your peers may have experienced a similar issue and can offer suggestions and advice.

**Group Discussion Forums** will also be established to help you communicate with your assigned team members.

**Course Policies**

**E-MAIL:**

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.
Federal Student Loans and Attendance:
You are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

Adding / Dropping:
If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity:
The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity (opens in new window).

Classroom or Online Behavior:
All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website (opens in new window).

Late Assignments:
Assignments may be submitted anytime up to and including the date due. Please review all information in this syllabus for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct a percentage of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

Extra Credit:
There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.
**Inclement Weather:**

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather.

**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term, the instructor will immediately notify students of such changes both by email and news post notifying the nature of the change(s).

**Plagiarism:**

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere—including a Website—cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills Company at the GM website cannot be copied and pasted into your report. This is plagiarism and will be treated as such. What you can do is rewrite the paragraph IN YOUR OWN WORDS. Another option is to use a sentence as is and put it in quotes, and cite the source and page number. You MUST include the site name in your reference list regardless of how you use the information, as long as the information is in your report.

Your written work may be submitted to Turnitin.com or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.

**Student Services Please access the FCBE Student Services (opens in new window) page for information about:**

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance