Course Syllabus
MKTG 4530 M50 – International Marketing (3.0 Credits)
Fall Semester, 2020
Online Course

Instructor: Adrienne E. Zaitz

E-Mail: University email system only (Do not use elearn email to communicate.)
E-Mail: azaitz@memphis.edu
Office: Virtual office
Office hours: Office hours by appointment only through email request.

Contact: Use the azaitz@memphis.edu address to communicate within the UM mail system. Ecourseware email will not forward to my mobile device and will not be received. Email messages are checked daily by 12:00pm.

Note: Do not use my office phone number to communicate this semester.

Situation Overview:
As a web-based, online asynchronous class, our course should not be significantly impacted by the external covid situation in our community. However, if individual situations do arise that require accommodation please use the contact directions provided above. We are a large group with almost eighty seats so I will continue to move the course ahead. The pace will be fast as the semester calendar is compressed.

Remember- learning is very important but health and safety come first. Reach out if an unplanned emergency arises due to external circumstances that require an extension. The university has prepared for a safe campus and the safety of students and faculty. Please read and keep up with these university resources regarding health and safety. I will also post Covid related information in the course Getting Started section.

Course Overview:
This course examines the impact of economic, cultural, political, and environmental forces on international marketing. This semester offers an opportunity to see how the social, cultural, political and economic situation of different countries has resulted in different covid responses, and how leaders and marketers are responding to changing conditions. We will explore how the pandemic could have long term impacts on economies, consumers and businesses globally.

The goal of the course is to understand how successfully marketing products and services abroad is quite different than marketing in the US.
Pre-Requisites:
Junior Standing and successful completion of MKTG 3010. Students must have earned a minimum of 45 credit hours with a minimum grade of “C” to be eligible for 4000 level courses.

Required Text:

Philip Cateora, Money, Gilly, and Graham, *International Marketing, 18th edition*, McGraw-Hill is the required text. You may acquire used or new, loose-leaf or text or digital version as long as it is the 18th edition. (Note: There is no publisher software required in this course.)

The following suggested resources will assist you in this course, and in your business careers in becoming more globally aware.

**Suggested Newspapers:** *The Wall Street Journal, The New York Times, The Washington Post, The Guardian (free online), BBC (free online, Al Arabia (English) or other reputable newspaper that covers international news in depth; Note: Reading both US and foreign English language press importantly provides different perspectives.*

**Suggested International Organization and US Government Websites:**
*Reading materials posted on International organization and US government websites is also broadening including worldbank.org, imf.org, wto.org, transparency.org, weforum.org, census.gov.*

**International Market Research Resource:** *pewresearch.org monitors and publishes the results of their international attitude survey tracking studies at no cost.*
Location of Course Materials:
This course will be managed through Marketing 4530 at https://elearn.memphis.edu. 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, quizzes, exams, and experiential activities and assignments. Each student is expected to actively engage in 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:

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 in foreign region/country markets and explore comparative marketing systems and infrastructures.
3. Apply marketing concepts and principles toward developing a marketing plan for a new product or service 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 the ability to think critically, analyze information, and showcase technological expertise in presenting business information.
2. Enhance your skills in contributing within a virtual group setting.
3. Conduct international market research and identify relevant and accurate international marketing information.

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. 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 an online course and the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously.

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 quizzes or exams missed and the reason must be 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>
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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>
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</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, quizzes, exams and projects. A detailed description of each of the assessed activities can be found in the summary table below.

Summary of Graded Activities

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Marketing Team Project</td>
<td>23%</td>
</tr>
<tr>
<td>Country Environmental Overview</td>
<td>11</td>
</tr>
<tr>
<td>International Marketing Plan</td>
<td>12</td>
</tr>
<tr>
<td>Team Drop boxes (7 @ 3%)</td>
<td>21%</td>
</tr>
<tr>
<td>Exams</td>
<td>36%</td>
</tr>
<tr>
<td>- Exam 1</td>
<td>9</td>
</tr>
<tr>
<td>- Exam 2</td>
<td>9</td>
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<tr>
<td>- Exam 3</td>
<td>9</td>
</tr>
<tr>
<td>- Final Exam 4</td>
<td>9</td>
</tr>
<tr>
<td>Discussion Assignments (10 @ 1.5%)</td>
<td>15%</td>
</tr>
<tr>
<td>Citizenship Quizzes (2@2.5%)</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
## Course Topics and Agenda:

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter &amp; Topics</th>
<th>Exams &amp; Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>Aug 17– Aug 23</td>
<td>CH: 1</td>
</tr>
<tr>
<td></td>
<td><strong>Introduction</strong></td>
<td><strong>International Marketing Challenges</strong></td>
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<tr>
<td><strong>Week 2</strong></td>
<td>Aug 24– Aug 30</td>
<td>CH: 2 &amp; 3</td>
</tr>
<tr>
<td></td>
<td><strong>International Trade</strong></td>
<td><strong>History and Geography</strong></td>
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<tr>
<td><strong>Week 3</strong></td>
<td>Aug 31 – Sept 6</td>
<td>CH: 4 &amp; 5</td>
</tr>
<tr>
<td></td>
<td><strong>Global Markets &amp; Cultures</strong></td>
<td><strong>Management Styles</strong></td>
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<tr>
<td><strong>Week 4</strong></td>
<td>Sep 7– Sep 13</td>
<td>CH: 6 &amp; 7</td>
</tr>
<tr>
<td></td>
<td><strong>Political Environment</strong></td>
<td><strong>LABOR DAY - SEPT 7</strong></td>
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<tr>
<td><strong>Week 5</strong></td>
<td>Sept 14 – Sept 20</td>
<td>CH 8 &amp; 9</td>
</tr>
<tr>
<td></td>
<td><strong>International Market Research</strong></td>
<td><strong>Americas</strong></td>
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<td><strong>Week 6</strong></td>
<td>Sept 21– Sept 27</td>
<td>CH 10</td>
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<td></td>
<td><strong>Europe, Africa and Middle East</strong></td>
<td><strong>EXAM 1 - SEPT 24 (CH 1-7)</strong></td>
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<tr>
<td><strong>Week 7</strong></td>
<td>Sept 28– Oct 4</td>
<td>CH: 11</td>
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<tr>
<td></td>
<td><strong>Asia Pacific</strong></td>
<td><strong>CITIZENSHIP QUIZ 1 &amp; 2</strong></td>
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<tr>
<td><strong>Week 8</strong></td>
<td>Oct 5 – Oct 11</td>
<td>CH: 12</td>
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<tr>
<td></td>
<td><strong>Global Marketing</strong></td>
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<tr>
<td><strong>Week 9</strong></td>
<td>Oct 12 – Oct 18</td>
<td>CH: 13</td>
</tr>
<tr>
<td></td>
<td><strong>Consumer Products and Services</strong></td>
<td><strong>COUNTRY OVERVIEW – OCT 18</strong></td>
</tr>
<tr>
<td><strong>Week 10</strong></td>
<td>Oct 19 – Oct 25</td>
<td>CH: 14</td>
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<tr>
<td></td>
<td><strong>Business Products and Services</strong></td>
<td><strong>EXAM 2 - OCT 22 (CH 8-12)</strong></td>
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<tr>
<td><strong>Week 11</strong></td>
<td>Oct 26 – Nov 1</td>
<td>CH: 15</td>
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<tr>
<td></td>
<td><strong>International Marketing Channels</strong></td>
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<tr>
<td><strong>Week 12</strong></td>
<td>Nov 2 – Nov 8</td>
<td>CH: 16</td>
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<td></td>
<td><strong>IMC and Advertising</strong></td>
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<tr>
<td><strong>Week 13</strong></td>
<td>Nov 9 – Nov 15</td>
<td>CH: 18</td>
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<td></td>
<td><strong>Pricing for Intl Markets</strong></td>
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<tr>
<td><strong>Week 14</strong></td>
<td>Nov 16 – Nov 17</td>
<td><strong>EXAM 3 - NOV 16 (CH 13-16,18)</strong></td>
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<td></td>
<td><strong>INTL MARKETING PLAN – NOV 17</strong></td>
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<tr>
<td><strong>Week 15</strong></td>
<td>Nov 18– Nov 24</td>
<td><strong>EXAM WEEK</strong></td>
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<td></td>
<td><strong>FINAL EXAM– NOV 20</strong></td>
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Note: Schedule is subject to change. Any changes will be announced in news post.
Description of Assessed Activities

International Marketing Team Project (23%)

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 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 Overview** which is due on **October 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 manufactures and/or sells consumer products/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 based export company, or even a small US locally based business. After the US company is selected, the team will select an existing product or service the US company will launch within their adopted country. **CAUTION: Confirm that the US product/service has not already been launched into your adopted country.**

The second part of the International Marketing Team Project involves conducting a **US and adopted country competitor market analysis** and developing and delivering an International Marketing Plan.
The final component of the International Marketing Project includes the **International Marketing Plan** which includes:

- Marketing audit
- Product and/or service adaptation
- Distribution strategy
- Promotion strategy
- Pricing strategy
- Executive summary

The complete **Team International Marketing PPT Project** is due on November 17. It should be submitted in color, PPT format and be 15-20 slides in length.

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 project.

**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 and virtually 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.

Team Get Out 1: Economic Analysis opens 8/21 9/4
Team Get Out 2: Geo/Demo/Culture opens 9/7 9/13
Team Get Out 3: Political and Legal opens 9/14 9/20
Team Get Out 4: Communication/Transport/Trade opens 9/21 10/4
Team Get Out 5: Market Audit and Adaptation opens 10/5 10/25
Team Get Out 6: Channels of Distribution opens 10/26 11/8
Team Get Out 7: Promo and Pricing opens 11/2 11/15

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 by one team member.

Discussions Assignments (15%)

You are expected to participate fully in discussion assignments. Please use complete sentences and formal grammar when communicating. You can access discussions via Content or through Discussions. If you are asked to view a video or exhibit prior to discussion, the link will be provided in weekly content.

Participation is an important component of the class and is considered proof of participation. There will be ten discussions posted as follows.

Discussion 1: Intro & Global Awareness 8/23
Discussion 2: International Trade & Globalization 8/30
Discussion 3: Global Risks 9/6
Discussion 4: Culture Shock 9/13
Discussion 5: Americas POV 9/20
Discussion 6: EU POV 9/27
Discussion 7: Asia POV 10/4
Discussion 8: Post-Covid World 10/25
Discussion 9: Adaptation 11/1
Discussion 10: Communication (McDonalds) 11/8
Exams (36%)
Four exams will be given. The dates are Sept 24, Oct 22, Nov 16 and Nov 20.

You can take these exams as early as 5:00 am until 11:59 pm. Remember these dates. Be sure to save answers along the way. You cannot stop and start. These exams are timed at 75 minutes so study in advance.

Exam format will be True/False and/or Multiple-Choice questions. Under no circumstances will a test be administered on a day different from the date scheduled for the entire class. If you cannot take the exam you must contact me prior to the exam or 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.

There are no makeup exams provided after the test has been administered to the class. If an individual has notified the instructor before the exam date and has provided an official university excused absence and a written excuse a different exam date can be pre-programmed and provided. The exam will be scheduled at the professor’s discretion once pre-notification has been provided.

Quizzes (5%)
Two quizzes will be given during quiz week September 28-October 4. They close on October 4 at 11:59 pm. The quizzes will be based on US government, history, and geography questions used on US naturalization tests. Study materials will be provided prior to testing. US business persons are not only expected to know the basics of the structure of government, politics, history and geography of their assigned foreign country, but as an American business person, should know these US basics as well.

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 are established to help you communicate with your 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.

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 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.

LateAssignments:
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:
If 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, 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. Typically a web based course is not impacted by 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).

COVID-19 Information:
This FCBE website includes important considerations for students related to the ongoing COVID situations. https://www.memphis.edu/fcbe/faculty/covid_19_notice.php

Student Health:
Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu
Academic Integrity:
The University of Memphis has clear codes regarding cheating and classroom misconduct. Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. [https://www.memphis.edu/osa/students/academic-misconduct.php](https://www.memphis.edu/osa/students/academic-misconduct.php)

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](https://www.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 Accommodations:
Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations.

Contact DRS at 901.678.2880 or at drs@memphis.edu [https://www.memphis.edu/drs/index.php](https://www.memphis.edu/drs/index.php)

Students with Disabilities
Under Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, qualified students with disabilities are entitled to equal access and opportunity to participate in all University programs, services and activities. A qualified student with a disability is one who has a physical or mental impairment that substantially limits one or more of the major life activities and who, with or without reasonable accommodation, meets the essential eligibility requirements for the programs, services and activities offered by the University. Please see me if you have a disability for which I need to make special arrangements for you.
**Student Resources:**

Students who need additional resources can visit the Dean of Students Office website at https://www.memphis.edu/deanofstudents/crisis/index.php

**Student Services:**

Please access the FCBE Student Services page for information about:

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