

**MARKETING 4325: INTERNATIONAL MARKETING (14471, 12179) –
Fall 14**

Materials: Cateora, P.R., Gilly, M.C., Graham, J.L.,(2013) *International Marketing*, New York: McGraw-Hill/Irwin 16th ed.
Wall Street Journal (Subscription Required)

Prerequisites: (See College Catalog)

Schedule: 7:30 – 8:50 am, TTh, BUSN 331
9:00 – 10:20 am, TTh, BUSN 332

Instructor: Donald A. Michie, Ph.D.
Office: Rm 243
Tel: 747-7774 (Office Hours Only)
e-mail: dmichieutep@yahoo.com

Office Hours:
10:30 – 12:00 (Noon),
4:00 - 6:00 pm MW,
or by Appointment.

Objective: This is a survey course in international marketing. You should develop a **SKILL SET** that enables you to evaluate, plan and implement policies and strategies appropriate for business decision-making purposes. Your text is a foundation; WSJ provides you with the most current marketing practices germane to global business.

The “Era of Domestic Business” is dead! Global business and marketing are the realities today. The best laboratory to investigate global marketing is the U.S.-Mexico Border, particularly the Paso del Norte community. Through lecture, text, assignments and class discussion you will learn how the dynamic global economy impacts business performance. These learning exercises will require you to think critically, to obtain quality information and to integrate basic business tools learned in this and previous business courses. Guest speakers will supplement your learning.

General Comments: A primary emphasis of this course is to integrate your knowledge and understanding of business/marketing concepts (qualitative and quantitative) with marketing performance (quantitative). Lecture, text and classroom discussion will focus on your understanding on important terms/concepts, policies and tactics applied to international marketing. By the end of the semester, you will be able to analyze international marketing performance indicators, to select and implement appropriate policies and tactics necessary to evaluate, plan and implement marketing strategies globally. Understanding the association between marketing practice and business performance is critical to your development of a marketable **SKILL SET**.

Course materials will be presented by lecture, textbook, handouts, assignments and other materials. Lectures will address particular topics that extend beyond these materials. The Wall Street Journal (WSJ) will supplement your understanding of current global marketing issues and business practice. As the student, you are

required to integrate these materials into a marketable SKILL SET. All materials presented are subject to examination.

Your class performance will be assessed by examinations and classroom participation. Assignments will be worked and discussed in class. Exams are divided into two parts: qualitative and quantitative. Exams are generally weighted seventy percent qualitative and thirty percent quantitative. The qualitative portion consists of multiple-choice questions; the quantitative portion consists of applications. (See below).

Grade: The final grade will be determined by a point distribution obtained from the following:

Examinations (2)	200
Quizzes (2 @ 50 pts)	100
Class participation	**
Total Points	300

** Class participation is monitored by the instructor. Participation may benefit students whose grades are at the margin. Participation includes class discussion, attendance, following classroom instructions and timely completion of practicum assignments. It is your responsibility to attend class and complete assignments on time. Missed exams may be made up only if a medical excuse signed by a physician explains your absence. There will be a comprehensive make-up exam given during the final week of class for any student (with an excused absence) who missed an exam. Any student MISSING MORE THAN 120 ASSIGNMENT POINTS (ABOVE -- for any reason) will be dropped from the class.

Extra credit may be available for the class only, not as assignments specific to individuals.

This syllabus constitutes a contract between you and the university. Although changes to the syllabus can occur, these changes are rare. You have student rights (See your UTEP Student Manual). Plagiarism and cheating are violations of university policy -- consult your UTEP student manual. Any incident is immediately referred to the office of dean of students for disciplinary action. **YOU ARE TRAINING TO BECOME A PROFESSIONAL.** You will be treated like a professional trainee.

The **KEY** to success in this class is: **PERFORMANCE!**

Student Responsibilities: The following minimum responsibilities apply to all students:

- a. It is **YOUR RESPONSIBILITY** to attend class and to **COMPLETE** assignments on time.
- b. You must make certain that the instructor receives your assignments. **KEEP A PERSONAL COPY.**
- c. Group assignments are the responsibility of each student – independent of any team effort. No student will be held responsible for the substandard performance of another team member. You are accountable for your performance only.
- d. **CLASS ETIQUETTE** requires that students enter the classroom and **REMAIN FOR THE ENTIRE CLASS PERIOD.** There is no scheduled break. In emergencies, with the **PRIOR CONCENT** of the instructor, students may be granted permission to leave class and to return.
- e. Any student who leaves **CLASS, OR AN EXAMINATION, WITHOUT PERMISSION** of the instructor is through for that day or has completed the exam. Take your personal items with you. Students who violate this policy may be dropped from class.
- f. Cell phones are turned off during class. Cell phones cannot be used as calculators during exams.
- g. Laptop computers may be used for class specific purposes only. Any other use is prohibited!
- h. Students are responsible to monitor their performance and to take appropriate action to remedy any issues. Class drop/withdrawal dates are in the University Schedule. The syllabus contains dates assignments are due. Office hours, e-mail, appointments and other communication options are available to you. Please make use of these communication options.
- i. The university makes many resources available to you. There are offices for students with disabilities, writing deficiencies, counseling, tutoring and other services. Use them! For these services, consult the UTEP telephone directory.
- j. **STUDENT EDUCATIONAL RESPONSIBILITY (AACSB): Individual students must:**
 1. Operate with integrity in their dealings with faculty and other students.
 2. Engage the learning materials with appropriate attention and dedication.
 3. Maintain their engagement when challenged by difficult learning activities.
 4. Contribute to the learning of others.
 5. Perform to standards set by the faculty and instructor.

COURSE SYLLABUS

Week of ASSIGNMENT	TOPIC	ASSIGNMENTS
Aug 25	International Marketing Concepts Societal Value Systems	Chapter 1 Soc Value Systems Case: Starbucks (Disc), Th
Sept 1	International Mktg. Environment Mkt. Management Model Strategic Profit Model	Chapters 2, 3 Overview U.S.-Mexico Border Apt # 1:Mkt. Performance (Assign), Th.
Sept 8	International Marketing Environment Culture	Chapters 4, 5 Speaker: Cecilia Levine** Apt # 1: (Disc) Th Case: 2-5 (Disc)
Sept 15	International Marketing Environment Political/Legal	Chapters 6, 7 Guest Speakers: E. Vann J. L. Ruiz Apt # 2: Trade Area Analysis (Assign) Case: 2-6 (Disc) QUIZ 1: All Materials 8/25- 9/12)
Sept 22	International Marketing Management Marketing Research	Chapter 8 Quality of Information Speaker: Ralph Watson Roberto Coronado Apt # 2: (Discussion), Th Case: 3-1 (Disc)
Sept 29	International Marketing Management The Americas	Chapter 9 Speaker: Jerry Pacheco Xochi Diaz NAFTA/Production Sharing (IMMEX) Apt # 3: TCB, Labor Costs (Assign)

Oct 6	International Marketing Management Europe, Africa/Middle East	Chapter 10 TAFTA Case: 3-3 Apt # 3: Cont., Th
Oct 13	International Marketing Management Asia	Chapter 11 Speaker: Ralph Watkins Pacific Rim Handout: China Business Apt # 3: Disc, Th
Oct 20	International Marketing Management Mktg Strategies	Chapter 19, 12 Case: 4-6 EXAM 1: All Material 8/25- 10/10, plus Apt # 3.
Oct 27	International Marketing Management Product	Chapter 13, 14 Speaker: Bonnie Henson Apt # 4: Product Portfolio (Assign)
Nov 3	International Marketing Management Price & Landed Value	Chapter 18 Speaker: Joe Alcantar Apt # 4: Disc Case: 4-3
Nov 10	International Marketing Management Distribution	Chapters 15 Speaker: Paul Stresow Raul Gomez Apt # 5: Landed Value QUIZ 2: All material 10/13 - 11/07 Case: 4-2
Nov 17	International Marketing Management Communication	Chapter 16 Speaker: Joe Garcia Robert Wingo Apt # 5: Disc Case: 4-6
Nov 24	International Marketing Management Personal Selling & Mgt. Sales Promotion	Chapter 17 Speaker: TBA Case: 4.4

Dec 1

International Marketing Management

Wrap Up

EXAM 2: All Materials

10/13 – 12/1, except Apt 3.

**** Speakers tentative until confirmed.**