

## **MKTG 4325 INTERNATIONAL MARKETING (11891)**

**MATERIALS:** Cateora, Philip r., M.C. Gilly, J.L. Graham, and R.B. Money (2016),  
INTERNATIONAL MARKETING, 17<sup>TH</sup> Ed., New York, McGraw Hill.

Marketing Handout (Required). To obtain the marketing handout, call  
Grace at 915-504-3150.

Wall Street Journal (Recommended)

**PREREQUISITES:** (See College Catalog)

**SCHEDULE:** 9:00 – 10:20 TTh, BUSN 331

**INSTRUCTOR:** Donald A. Michie, Ph.D.  
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**Office Hours:** 7:00 – 9:20 am; 10:30  
- Noon, TTh; or by  
Appointment

**OBJECTIVE:** The purpose of this course is to introduce you to global business and marketing. Many of your courses explore business and the application of business tools from a domestic economic perspective. This course expands on these concepts within the context of the globalized economy. As our current financial practices document, business today is global.

The best laboratory to investigate global business and marketing is the U.S.-Mexico border, particularly our Paso del Norte community. Your text will be your reference. Lecture, the International Marketing Handout and Wall Street Journal will supplement the text material to further your understanding of international business and marketing. **ALL MATERIALS WILL BE RELATED AND EXPLAINED IN THE CONTEXT OF HOW INTERNATIONAL BUSINESS AND MARKETING ARE PRACTICED IN YOUR PASO DEL NORTE COMMUNITY.**

There will be some application of business and marketing concepts. International markets are assumed to be more profitable given the maturing and high competitiveness of the U.S. economy. Consequently, you need to understand how profitability analysis is assessed given international business opportunities. Further, you live in a globalized community. You need to understand the operational characteristics of Mexico's Maquiladoras and the role different tariff programs of the U.S., Mexico and international countries impact our cross-border trade. We will emphasize these trade concepts and issues.

**GENERAL COMMENTS:** As indicated, the text is your reference. Lecture, the International Marketing Handout, WSJ and practicum materials will focus on specific topics essential to your understanding of international business and marketing. You will also be assigned discussion questions from the text chapters (See Attachment. These questions will be

discussed in groups in class. They will review important concepts or stress the application of specific concepts. Class time (Thursdays) will be made available for practicum and discussion question exercises. You must come to class having read assigned materials and completed the assignments.

You are responsible to keep up with the readings and assignments, to integrate these materials to achieve a perspective on international business and marketing and to complete all assignments (on time) as indicated on the syllabus. The key to success in this class is **PERFORMANCE**.

**STUDENT PERFORMANCE:** This course assumes you have a command of basic business concepts including marketing. In many instances these materials will be revisited given a globalized context. Your understanding of the course materials will be assessed by four (4) examinations. The examinations will include qualitative and quantitative questions. The qualitative questions will be multiple choice and there will be 20 per examination covering the key concepts from text, lecture, readings and class discussions. The quantitative questions will assess your understanding of the application materials.

There may be an extenuating circumstance that can cause a student to miss an examination. If the circumstance warrants an excused absence, a **COMPREHENSIVE** make-up exam will be given during the last week of the semester. Any assignment missed that is not excused receives "zero" points. Any student who misses more than one examination, (for whatever reason) will be dropped from the class. If you have job conflicts, you must resolve them and make certain you comply with the requirements stated above.

Late assignments are accepted only if accompanied by a medical excuse signed by a physician.

Your final grade will be determined by your performance an position within the class total point distribution obtained from the following:

|                          |            |
|--------------------------|------------|
| Exams (4 @ 100 pts each) | 400        |
| Class Participation      |            |
| Extra Credit             |            |
| <b>Total Points</b>      | <b>400</b> |

Class participation is monitored. Participation benefits all students and particularly those whose grades are at the margin (B+, C+, D+). Participation includes class attendance, discussion, group activities, etiquette (See Responsibilities below) and the timely completion of assignments. Assigned chapter questions will be prepared individually, discussed and summarized on Thursday and turned in the following Tuesday for evaluation. Individual summaries may be required to be turned each Thursday. Such individual and team summaries will be assessed/recorded and returned (+, /, --)

Guest speakers will be invited to address the class. Their comments are likely to be included as part of the examinations.

Extra credit may be assigned **TO THE ENTIRE CLASS ONLY**. Extra credit points are added to the class' total point distribution **AFTER** all assigned course work points have been tabulated.

You are a professional – in training. You will be treated as a professional. As such, you are solely responsible for your performance in this class. If for whatever reason you sense you are not performing to your expectation, please see me immediately. As the course progresses through the sixth to eighth week, my opportunity to assist you becomes more limited.

This syllabus is a contract between you and the university. Extenuating circumstances can cause a change(s) to this syllabus. This, however, is very unusual. You have student rights (See your UTEP Student Manual). Plagiarism and cheating are violations of university policy. Any incident is immediately referred to the Office of the Dean of Students for disciplinary action.

**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. Make certain that the instructor receives your assignments. Keep a personal copy.
- c. Monitor your point total and check it with the grade-to-date information provided by the instructor. Grade to date status is provided after each exam.
- d. Class etiquette requires that students enter the classroom and remain for the entire class period. In emergencies, or with the prior consent of the instructor, students may ask permission to leave and return to class. **ANY STUDENT LEAVING CLASS WITHOUT PERMISSION HAS LEFT FOR THE DAY – TAKE ALL PERSONAL POSSESSIONS WITH YOU.**

**ANY STUDENT LEAVING DURING AN EXAMINATION OR GRADED ASSIGNMENT HAS COMPLETED THE EXAMINATION OR ASSIGNMENT AND WILL NOT BE ALLOWED TO RETURN.**

- e. Cell phones must be turned off during class. Cell phones cannot be used for any purpose (including calculator) during an examination or graded assignment.
- f. Computers may be used during class provided their use is specific to this class.
- g. You are responsible to know and follow AACSB Student Responsibilities.
- h. Texas Law stipulates that persons have the right to enter the building and class rooms possessing authorized firearms provided they possess a state conceal permit and comply with the law. Such persons are required to be fully aware of, and be in compliance with, the law.

However, persons with conceal permits who are in possession of a firearm **MAY NOT** enter a faculty person's office without "oral" permission from the faculty person. The law requires that faculty who choose to restrict such access must provide "oral" notice of such a restriction to the person or persons. With respect to this class, such personal "oral" notification will be given during the first week of class. Any person's violation of this provision is subject to disciplinary action.

## COURSE SYLLABUS

| WEEK OF   | TOPICS  | ASSIGNMENTS  |
|-----------|---|--|
| August 22 | Concepts and Definitions, Models of Social Responsibility and Value Systems | Chpt 1<br>Questions (3, 5, 6, 10)<br>Mktg. Handout<br>Lecture: Model of Social Order; Societal Value Systems           |
| August 29 | International Marketing<br>Trade Administration                             | Chpt 2<br>Questions (4, 5, 7, 11)<br>Internet Resources (USTR, USITC, WTO, World Bank, DOC, CIA, INEGI)                |
| Sept 5    | International Marketing<br>Cultural Basics                                  | Chpt 3<br>Questions (5, 6, 10, 11)   |
| Sept 12   | International Marketing<br>Assessing Global markets                         | Chpt 4<br>Questions (3, 5, 13, 19)<br>Guest Speaker 1 (Bob Queen, USDOC)<br>Mktg Performance<br>Practicum 1            |
| Sept 19   | International Marketing<br>Global Management                                | Chpt 5<br>Questions (2, 6, 14, 28)<br>Practicum 1 (Disc)   |
| Sept 26   | International Marketing<br>Legal/Political                                  | EXAM 1 (T) (Materials 8/22-9/23)<br>Chpts 6 & 7<br>Questions 6 (10, 11, 13/14, 15)<br>Questions 7 (2, 6, 12, 14)       |
| Oct 3     | International Marketing<br>Marketing Research                               | Chpts 8, 9 (p. 262-278)<br>Questions 8 (2, 7, 10, 15)<br>Questions 9 (2, 5, 13, 19)<br>Mktg Handout: (Quality of Info) |

| <b>WEEK OF</b> | <b>TOPICS</b>   | <b>ASSIGNMENTS</b>  |
|----------------|---|---|
| <b>Oct 10</b>  | <b>International Marketing<br/>The Americas (NAFTA, GSP,<br/>Mercosur, CAFTA, Etc.</b>                  | <b>Chpt 9 (P. 278-290<br/>Questions (18, 20, 23, 22/24)<br/>Mktg. Handout (NAFTA,<br/>Production Sharing)<br/>Practicum 4 Exercises</b>                                       |
| <b>Oct 17</b>  | <b>International Marketing<br/>European Community , Africa<br/>Middle East, (TAFTA, GSP,<br/>FTA's)</b> | <b>Chpt 10<br/>Questions (8, 9 12, 15)<br/>Internet Resources (USTR,<br/>USITC, WTO, Etc)<br/>Practicum 4 (Disc)</b>  |
| <b>Oct 24</b>  | <b>International Marketing<br/>Asia-Pacific (TTP, FTA's, China's<br/>Regional Pact</b>                  | <b>EXAM 2 (Materials 9/26 -<br/>10/21)<br/>Chpt 11<br/>Questions (3, 4, 5, 14)</b>  |
| <b>Oct 31</b>  | <b>International Marketing<br/>Global Marketing Mgt.</b>  | <b>Chpt 12<br/>Questions (7, 11, 14, 15)<br/>Guest Speaker 2</b>  |
| <b>Nov 7</b>   | <b>International Marketing<br/>Product/Services Mgt</b>   | <b>Chpts 13, 14<br/>Questions 13 (3, 7, 10, 11)<br/>Questions 14 (7. 9. 14. 17)<br/>Mktg. Handout<br/>Practicum 3: Product Mgt.</b>   |
| <b>Nov 14</b>  | <b>International Marketing<br/>Pricing</b>  | <b>Chpt 18<br/>Questions (9, 11, 19, 24)<br/>Mktg Handout:<br/>Practicum 3: Deal Sheet<br/>Practicum 3 (Disc)</b>   |
| <b>Nov 21</b>  | <b>International Marketing<br/>Supply Chain Management<br/>(NO CLASS THURSDAY)</b>                      | <b>EXAM 3 (Materials 10/24 –<br/>11/18)<br/>Chpt 15<br/>Questions (3, 9, 16, 21)<br/>Mktg Handout<br/>Tranvections (Supply<br/>Chains vs Channels),<br/>Supply Chain Mgt.</b> |

| <b>WEEK OF</b> | <b>TOPICS</b>  | <b>ASSIGNMENTS</b>  |
|----------------|--|---|
| <b>Nov 28</b>  | <b>International Marketing<br/>Communication and Promotion</b> | <b>Chpts 16 &amp; 17<br/>Questions 16 (3, 6, 12, 18)<br/>Questions 17 (3, 5, 17, 19)<br/>Mktg Handout<br/>Personal Selling, Sales<br/>Promotion</b> |
| <b>Dec 5</b>   | <b>International Marketing<br/>Negotiation</b>                 | <b>EXAM 4 (Thursday)<br/>(Materials 11/21 – 12/7)<br/>Chpt 19</b>   |