

# INTERNATIONAL MARKETING-FALL 2021

## MKT 4325

**INSTRUCTOR:** Denisse Olivas

**CLASS:** TR 9:00am

**EMAIL:** dolivas@utep.edu

**OFFICE:** COBA 226

**PHONE:** 915.747.7738

**OFFICE HOURS:** TR 10:30am-12:30pm and by appointment.



### REQUIREMENTS

**Text:** Johansson, Johnny K. & Furick, Michael T. (2018)

**The New Global Marketing: Local Adaptation for Sustainability and Profit.** Second Edition. United States: Cognella. Paperback ISBN: 978-1-5165-2707-6

You may find this print edition at the university bookstore or [online](#) through the publisher. **Optional:** Country and Region Factbook. First edition.



Recommended to have the book by **1<sup>st</sup> week** of class. **Blackboard Access:** You will need BB to help you access additional course materials, grades, and exams. If you don't have access, or have any problems, please call the help desk (747-HELP).

**INTRODUCTION:** Welcome to International Marketing! This course introduces business students to global marketing insights and to relevant strategic decisions and concerns that marketers face today. This course provides the necessary tools to assess product and service opportunities to reach customers beyond our own national borders, as we discuss effective assessment tools, research, and the 4Ps strategies to fit diverse audiences. The class examines how companies develop, execute, and adjust their global plans to cultural, economic, and political factors in various countries, while giving students ample opportunities to practice through a team and individual project. The course provides in a blended flexible environment to account for any changes in our current environment.

**CLASS FORMAT:** This class meets TR 9:00 a.m.-10:20 a.m. We will hold in class discussions and experience exciting class activities about concepts, best strategies and cases for global expansion. Class will include four exams, one individual project, and one major group project with a final presentation. The course requires students to go over book chapters, weekly videos, news, and additional material.

Objective	Learning Domain	Tool
<ul style="list-style-type: none"> <li>Have a broad understanding of concepts, issues, and events affecting global marketing</li> </ul>	Knowledge, Understanding	Videos, discussions, exams
<ul style="list-style-type: none"> <li>Understand the role of culture in effective marketing</li> </ul>	Understanding	Class activities and discussions
<ul style="list-style-type: none"> <li>Assess opportunities and strategies to enter global markets</li> </ul>	Analyzing	Class activities and marketing project
<ul style="list-style-type: none"> <li>Understand ethics when dealing with international issues</li> </ul>	Understanding	Class activities and discussions
<ul style="list-style-type: none"> <li>Explore companies' strategies and current efforts to reach diverse markets</li> </ul>	Evaluating	Discussions and in class activities
<ul style="list-style-type: none"> <li>Learn to access international marketing resources for project</li> </ul>	Knowledge, Remembering, Analyzing	Country Factbook and databases
<ul style="list-style-type: none"> <li>Apply concepts through an individual and team marketing project geared toward international markets</li> </ul>	Creating, applying	Marketing plan and presentation Individual journaling project

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### CLASS EXPECTATIONS

As a university student, you have the opportunity to practice your marketing skills and professional demeanor. Good manners encourage a favorable working environment and promote greater understanding and teamwork. Here are some of the key productive behaviors that will be observed:

- Get to class on time. This shows that you are a professional who is ready to take on the work of the day, and that you have good time management skills. It is courteous to your classmates, coworkers, customers and everyone you will ever meet in a business setting. If for some reason you cannot make it on time, go into class quietly and sit in the closest seat.
- Make it to class. You are encouraged to be present for class. You will benefit from discussions in person and team dynamics.
- Be prepared to discuss class chapters. Read chapters and review any material such as videos and cases that are assigned before you come to class. This will help you have a better understanding during our discussions and will help you study for exams.
- Take notes. Notes help to crystalize what you have learned so you can use it on your projects. You can use a pen and paper or computer to take notes. Please abstain from chatting on your computer, using Facebook, Twitter, or browsing through websites not related to class. It shows disinterest to the presenter and classmates, and you will miss important information.
- The use of cellphones is allowed only for class related assignments. Please abstain from texting, using any social media, browsing, or playing games while in class.
- Don't interrupt the speaker, whether it is the instructor, or another student unless the speaker opens the floor for discussion. Don't talk to your classmates while others are presenting.
- Raise your hand if you need to ask a question or get clarification. Be polite and courteous in your speech.
- Do not take pictures or record the class unless given permission by instructor. Must ask before class.
- Participate and engage! This is a fun way to learn.
- Connect with your classmates and exchange ideas and information. This is a great way to network, which is very important in business and in professional settings. You never know who you may encounter down the road.
- Don't leave the room before class has ended unless you have an emergency. Please abstain from packing your stuff until the class is over. If you must leave class early, let me know in advance.
- Enjoy your class and explore the topic in new ways!
- Stay healthy and reach out if you need help.

### OFFICE HOURS AND APPOINTMENTS

I can best be reached during office hours. If you cannot meet during that time, you may set an appointment for a different time. I may be contacted via email or phone, but email is more convenient for me to access. My email is [dolivas@utep.edu](mailto:dolivas@utep.edu). I will respond to emails within 48 hours during the work week.

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### SCHEDULE

Following is the schedule for the semester. It is also available on blackboard and is subject to change in case of unforeseen events.

Week	Date	Topic Covered in Class	Class Preparation & Assignments Due: Videos (V), Readings (R), Discussion Post (DP), Test review (TR), Blackboard (BB), Journal Entries (JE)
1	24-Aug	Introduction   Course Organization	Syllabus   Introductions   Quiz
	26-Aug	Global Marketing in a New Era	Ch. 1 (V) (R) (DP1) (JE1)
2	31-Aug	Company Strengths and Weaknesses	Ch. 2 (V) (R)
	2-Sept	Group Assignments and Activity	(DP2)
3	7-Sept	The Economic Environment	Ch. 3 (V) (R)
	9-Sept	The Economic Environment	(DP3) (JE2) Team agreement/project company
4	14-Sept	The Political and Legal Environment	Ch. 4 (V) (R) (TR) (DP4)
	<b>16-Sept</b>	<b>Test #1 in class</b>	<b>Covers chapters 1-4 and notes</b>
5	21-Sept	The Cultural Environment	Ch. 5 (V) (R)
	23-Sept	The Cultural Environment	(DP5) (JE3)
6	28- Sept	Country Assessment and Local Market Research	Ch. 6 (V) (R)
	30-Sept	Country Assessment and Local Market Research	(DP6)
7	5-Oct	Modes of Entry	Ch. 7 (V) (R)
	7-Oct	<i>Country Project Workshop</i>	(DP7) (JE4)
8	12-Oct	Market Segmentation and Positioning	Ch. 8 (V) (R) (TR) (DP8)   <b>Country Project Part I Due (BB)</b>
	<b>14-Oct</b>	<b>Test #2 in class</b>	<b>Covers chapters 5-8 and notes</b>
9	19-Oct	Global Products and Brands	Ch. 9 (V) (R)
	21-Oct	Global Products and Brands	(DP9) (JE5)
10	26-Oct	Global Services	Ch. 10 (V) (R)
	28-Oct	Global Services	(DP10)
11	2-Nov	Global Pricing	Ch. 11 (V) (R)
	4-Nov	Global Pricing	(DP11) (JE6)
12	<b>9-Nov</b>	<b>Test#3 in class</b>	<b>Covers chapters 9-11 and notes</b>
	11-Nov	Global Distribution and E-Commerce	Ch. 12 (V) (R) (DP12)
13	16-Nov	Global Advertising and Promotion	Ch. 13 (V) (R)
	18-Nov	Global Advertising and Promotion   (CP) Workshop	(DP13) (JE7)
14	23-Nov	Global Digital Marketing	Ch. 14 (V) (R) (TR) (DP14)
	25-Nov	Thanksgiving	<b>NO CLASS</b>
15	<b>30-Nov</b>	<b>Team Presentations</b>	
	<b>2-Dec</b>	<b>Team Presentations-Presentations due on (BB)</b>	<b>Country Project Part II Due-all teams (BB)</b>
16	<b>7-Dec</b>	<b>Final Test #4 10AM</b>	<b>Covers chapters 12-14</b>

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### WEEKLY DISCUSSION POSTS/ ASSIGNMENTS

Every week you will have an individual or team assignment that will require you to individually submit your post/work on the discussion board during class. Posts must be thoughtful and long enough to convey the message. They must reflect your individual work or discussions you've had with your teammates. Your posts are always due on Thursday by the end of the day, or otherwise noted. Post assignments will comprise a total 140 points (17.5% of total grade). Late assignments will not be accepted.

### INDIVIDUAL JOURNAL (POSITIVITY) PROJECT

This leadership and confidence journal is a project for students to explore their own thinking and communication patterns, realize opportunities from challenges, and determine how grow in a positive direction as business leaders. Communicating from a place of power and balance will help marketing and entrepreneurship students thrive in increasingly changing and competitive global business environments. This journal aims to help students discover current thought patterns and create new ones for success. Journal will comprise a total 60 points (7.5% of total grade). Additional project details and outline of the plan are available on blackboard.

### ATTENDANCE AND PARTICIPATION

Class attendance and participation are highly encouraged. If you are sick, you are encouraged to stay home and turn in work remotely. Please let the instructor know immediately and take a look at COVID statement.

### TEAM COUNTRY PROJECT AND GROUP PRESENTATION

During class you will have the opportunity to create a country project and to present in class. The plan and presentation are worth 200 points (25% of your grade). Presentations will take place on **Nov 30 & Dec 2**. Presentations will be up to 15 minutes for each team, plus a few minutes of questions. Presentations must be illustrated with a canva, prezi or power point deck and other visuals. You will be graded based on covering all the basics of your plan and delivery of your presentation. Additional project details and outline of the plan are available on blackboard.

### TESTS

There will be four tests worth 100 points each (50% of total grade). The tests will cover class discussions, chapter readings, video aids, and will not be comprehensive. Tests may be comprised of multiple choice questions, true/false statements, and essay questions. Exams will be taken in class with a laptop. If a test is missed it can't be made up unless you have reasonable proof of an emergency, or you have prior approval for a valid reason (medical, jury duty, and military). If a test needs to be taken at a later date, documentation should be provided prior to taking it. If a makeup test is taken, you may receive a different version. Students must take tests without notes or aids.

### GUEST SPEAKERS

We may have guest speakers during the course of the semester to speak about different aspects of global marketing. This will enable you to ask questions about what they do and how this can help you in your career. Please be respectful during their presentations.

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### EVALUATION

Weekly posts (14x10pts)	140
Journal entries (6x10pts) + 1 extracr	60
Country Project + Presentation	200
Tests (4X 100)	400
<b>Total</b>	<b>800</b>

### Grading scale:

A=720-800
B=640-719
C=560-639
D=480-559
F=0-558

### SCHOLASTIC DISHONESTY

Dishonesty in the classroom is a not a truthful representation of your work and your academic achievement. It lowers your level of attainment and the values of respect, trust, and fairness that are needed in the community and in business. Dishonesty includes, but is not limited to plagiarism, cheating on exams, and collusion.

Please review the following site for Student Standards of Academic Integrity for full statement:

[www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html](http://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html) and the Handbook for Operating Procedures for more information about sanctions.

### AMERICAN WITH DISABILITIES ACT

If you have the need for special classroom accommodations due to a disability, please contact The Center for Accommodations and Support Services (CASS). You can contact them by phone at 747-5148 or by email at [cass@utep.edu](mailto:cass@utep.edu). You can visit the CASS office located in the Union East, Rm 106, or go to their website at [www.utep.edu/student-affairs/cass/](http://www.utep.edu/student-affairs/cass/). Please inform the instructor within the first week of class to ensure you have the necessary accommodations to perform at your normal capability and pace in class.

### DROP DEADLINE

The last day to drop with a "W" is **OCT 29, 2021**. It is your responsibility to drop the class before the deadline; if you wait you will be dropped with an "F". Only under special circumstances can you drop after the deadline with a "W". This will require the instructor's and Chair's permission and proper documentation from you.

Please see an advisor if you need help with the process. You will not be dropped if you stop coming to class. It is recommended that you check other important dates under the calendar:

<https://www.utep.edu/student-affairs/registrar/Academic%20Calendars/academic-calendar.html>

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### COVID-19 PRECAUTION STATEMENT

*If you have tested positive for COVID-19, you are encouraged to report your results to [covidaction@utep.edu](mailto:covidaction@utep.edu), so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.*

*If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.*

*We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit [epstrong.org](http://epstrong.org).*