

# INTERNATIONAL MARKETING-FALL 2020

## MKT 4325

**INSTRUCTOR:** Denisse Olivas

**CLASS:** online

**EMAIL:** dolivas@utep.edu

**OFFICE:** Virtual office hours

**PHONE:** 915.747.7738

**OFFICE HOURS:** MW 10am-11am via Blackboard Collaborative 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](#). Please make sure you have it by the **1<sup>st</sup> week** of class. **Blackboard Access:** You will need this to help you access course materials, grades, and exams. If you don't have access, or have problems, call the help desk (747-HELP).

**INTRODUCTION:** International Marketing is a course that introduces students to insights for global marketing and to the main strategic decisions and concerns that marketers face today. This course provides the necessary tools for students to assess product and service opportunities to reach customers beyond our own national borders, as we will discuss effective assessment tools, research, and the 4Ps strategies to fit diverse audiences. The class will also examine how companies develop, execute, and adjust their global plans to cultural, economic, and political factors in various countries, while giving students the opportunity to practice through a semester long project.

**CLASS FORMAT:** This class will be taught completely online, but we will focus on creating a great community of learning through our weekly interactions. Class will be asynchronous, meaning that you can access class material at your own time. The course will entail weekly modules that will require you to read book material, watch class videos, and post on our discussion board. These are the foundation of our weekly class. You will also be required to take four exams.

### OBJECTIVES:

By the end of the semester you will be able to:

- Have a broad understanding of concepts, issues, and events affecting global marketing
- Understand the role of culture in effective marketing
- Assess opportunities and strategies to enter global markets
- Understand ethics when dealing with international issues
- Explore companies' strategies and current efforts to reach diverse markets
- Learn to access international marketing resources

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### CLASS NETIQUETTE

As a university student, you have the opportunity to practice your business skills as well as your professional demeanor in person and online. Good manners encourage a favorable working environment and promote greater understanding and teamwork. Although this is an online course, there are still key behaviors that will be observed and that will help you to have a more productive time in our online environment.

- **Be mindful of your postings.** Be courteous in your responses even if you disagree with what other students are posting. Focus on writing meaningful and creative ideas and suggestions. Remember that you will be sharing your thoughts online to the whole class and your instructor.
- **Harassment or inappropriate postings are not acceptable** to our online community.
- Think of your postings as if you were to say them in a face to face environment.
- **Please keep postings private** and do not share them with anyone outside of class. Our Blackboard class environment is meant to be private, confidential, and a place for learning and growth. **Do not copy postings** to public social media places, blogs, websites, emails, or via texting. Please request permission first from the person who created the posting if you would like to share in a constructive manner.

### ATTENDANCE

This is an online course that requires participating online as part of your attendance. Even though you are working remotely, you are part of a community that is taking the same class with other students and your input is expected via posts and other assignments. If assignments are not kept up with, the instructor will not drop you, and you will receive a letter grade of "F". It is your responsibility to work through each of the modules and be present.

### TECHNOLOGY REQUIREMENTS

This course will be delivered through the Blackboard Management System and will need an Internet connection to function. In addition, you will need a working UTEP e-mail account, a laptop or desk computer with a webcam, a working browser (Google Chrome, Firefox, Explorer), a microphone, printer, scanner, and a USB drive to save your work. Also ensure your Microsoft Office, Adobe, QuickTime, Java, and Media Players are in working conditions and updated. If you need help please contact the HELP DESK (747-HELP).

### OFFICE HOURS AND APPOINTMENTS

Every week I will have office hours via Blackboard connect on MW from 9am-10am. Please sign in if you have any questions. You may also contact me via email if that is more convenient. My email is [dolivas@utep.edu](mailto:dolivas@utep.edu). Emails will be answered within 48 hours during the week and before the end of Monday if sent during the weekend.

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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	Week Starting	Topics Covered in Class	Videos (V), Readings (R), Discussion Posts (DP), Test review (TR)
1	24-Aug	Introduction   Course Organization	Syllabus + quiz
		Global Marketing in a New Era	Ch. 1 (V) (R) (DP)
2	31-Aug	Company Strengths and Weaknesses	Ch. 2 (V) (R) (DP)
3	7-Sept	The Economic Environment	Ch. 3 (V) (R) (DP)
4	14-Sept	The Political and Legal Environment   Test Review	Ch. 4 (V) (R) (DP) (TR)
		<b>Test #1</b>	<b>Covers chapters 1-4 and notes</b>
5	<b>21-Sept</b>	The Cultural Environment	Ch. 5 (V) (R) (DP)
6	28-Sept	Country Assessment and Local Market Research	Ch. 6 (V) (R) (DP)
7	5-Oct	Modes of Entry	Ch. 7 (V) (R) (DP)
8	<b>12-Oct</b>	Market Segmentation and Positioning	Ch. 8 (V) (R) (DP)
		Test Review	Ch. 8 (TR)
9	19-Oct	<b>Test #2</b>	<b>Covers chapters 5-8 and notes</b>
		Global Products and Brands	Ch. 9 (V) (R) (DP)
10	26-Oct	Global Services	Ch. 10 (V) (R) (DP)
11	2-Nov	Global Pricing	Ch. 11 (V) (R) (DP)
		Test Review	Ch. 11 (TR)
12	<b>9-Nov</b>	<b>Test#3</b>	<b>Covers chapters 9-11 and notes</b>
13	16-Nov	Global Distribution and E-Commerce	Ch. 12 (V) (R) (DP)
14	23-Nov	Global Advertising and Promotion	Ch. 13 (V) (R) (DP)
15	30-Nov	Digital Marketing   Test Review	Ch. 14 (V) (R) (DP)
			(TR)
16	<b>7-Dec</b>	<b>Final Test #4</b>	<b>Covers chapters 12-14</b>

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### WEEKLY POSTS

Every week you will have an assignment that will require you to post on the discussion board and to reply to two of your peers. Posts must be thoughtful, long enough to convey the message, and not a copy of someone else's post. Your first post is due on Thursday by eod (11:59pm). Replies to your peers are due by Sunday by eod (11:59pm). Posts will comprise a total 300 points (43% of total grade). Late assignments will not be accepted.

### TESTS

There will be four tests worth 100 points each (57% of total grade). The tests will cover readings, video lectures, and will not be comprehensive. Tests may be comprised of multiple choice questions, true/false statements, and essay questions. Exams will be taken online and you will have 24 hours to take it. 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 of the exam.

### GUEST ONLINE SPEAKERS

We may have guest speakers through **Blackboard Connect** during the course of the semester to speak about different aspects of 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.

### EVALUATION

Weekly posts (14x25points) available, must have 12 out of 14	300
Tests (4X 100)	400
Total	700

### Grading scale:

A=630-700
B=560-629
C=490-559
D=420-489
F=0-419

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### **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 30, 2020**. 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>