

INTERNATIONAL MARKETING-FALL 2018

MKT 4325

INSTRUCTOR: Denisse Olivas
CLASS: TR 9:00 a.m.-10:20 p.m. BUSN 331
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OFFICE HOURS: TR 10:30 a.m.-12:00 p.m.



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 **second day** of class.

Blackboard Access: You will need this to help you access additional course materials and your grades. If you don't have access, or have problems, call the help desk (747-HELP).

Scantrons 882-E, #2 pencil: You will need these for the exams.

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 meets TR 9:00 a.m.-10:20 a.m. The course entails reading book chapters, news, and additional material. There will be in class lecture and discussions, class activities, four exams, one major group project with a final presentation.

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
- Create a marketing project geared toward an international market
- Learn to access international marketing resources

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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 behaviors that will help you to have a more productive time:

- 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 required to be present for class. If you do not attend, you will lose points for participation and assignments. Tests are also based on materials and discussions covered in class.
- Be prepared to discuss class chapters. Read chapters and any material that is 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.
- Participate and engage! This is the best 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.

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. 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	Readings & Assignments due
1	28-Aug	Introduction Course Organization	Syllabus
	30-Aug	Global Marketing in a New Era	Read Ch. 1
2	4-Sept	Global Marketing in a New Era	Read Ch. 1 + Chick-Fil-A case
	6-Sept	Company Strengths and Weaknesses	Read Ch. 2
3	11-Sept	The Economic Environment	Read Ch. 3
	13-Sept	The Economic Environment Group Assignment	Read Ch. 3
4	18-Sept	The Political and Legal Environment Test Review	Read Ch. 4 + Cuba Vignette
	20-Sept	Test #1	Covers chapters 1-4 and notes
5	25-Sept	The Cultural Environment	Read Ch. 5
	27-Sept	The Cultural Environment	Read Ch. 5 + KFC Serves Alcohol case
6	2-Oct	<i>Country Project Workshop</i>	
	4-Oct	Country Assessment and Local Market Research	Read Ch. 6
7	9-Oct	Country Assessment and Local Market Research	Read Ch. 6
	11-Oct	Modes of Entry	Read Ch. 7
8	16-Oct	Market Segmentation and Positioning	Read Ch. 8 + Buick Vignette
	18-Oct	Market Segmentation and Positioning Test Review	Read Ch. 8 Country Project Part I Due
9	23-Oct	Test #2	Covers chapters 5-8 and notes
	25-Oct	Global Products and Brands	Read Ch. 9 + Under Armour Vignette
10	30-Oct	Global Products and Brands	Read Ch. 9
	1-Nov	Global Services	Read Ch. 10
11	6-Nov	Global Pricing	Read Ch. 11 + Apple Vignette
	8-Nov	Global Pricing Test Review	Read Ch. 11
12	13-Nov	Test#3	Covers chapters 9-11 and notes
	15-Nov	<i>Country Project Workshop</i>	
13	20-Nov	Global Distribution and E-Commerce	Read Ch. 12 + Alibaba Vignette
	22-Nov	Thanksgiving Day	No class
14	27-Nov	Global Advertising and Promotion	Read Ch. 13 + Red Bull Vignette
	29-Nov	Global Advertising and Promotion Digital Mkt	Read Ch. 14 + Uber Vignette
15	4-Dec	Team Presentations	
	6-Dec	Team Presentations	Country Project Part II Due for all teams
16	11-Dec	Final Test #4	Covers chapters 12-14

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ASSIGNMENTS

Assignments will be given during the course of the class and it will include individual and team activities. They total 100 points (14% of your grade) and the type of assignment will vary. They will include individual and team assignments. Please note that late assignments will not be accepted.

ATTENDANCE AND PARTICIPATION

Class attendance and participation are required. Assignments will be part of this grade. You must have both to get full credit for the day. So if you're late or if you miss a day, you will miss part of this grade. Please come to class on time and prepared to discuss chapters.

COUNTRY PROJECT AND GROUP PRESENTATION

You will be responsible for developing a country project and presenting in class during the semester. The plan and presentation are worth 200 points (29% of your grade). Presentations will take place on **Dec 4 & 6**. Presentations will be up to 20 minutes for each team, plus a few minutes of questions. Presentations must be illustrated with a 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 (14% each). The tests will cover chapter material, lectures/discussions and guest presentations. They will not be comprehensive. Tests will be comprised of multiple choice questions. Please be on time on the day of the exam. This means you must be sitting in your seat by the time I hand out the exam. 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, valid documentation should be provided prior to taking it. If a makeup test is taken, you may receive a different version of the exam.

GUEST SPEAKERS

We may have guest speakers during the course of the semester to speak about aspects of International Marketing. Please be respectful during their presentations.

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EVALUATION

Assignments/participation	100
Country project/presentation	200
Tests (4X 100)	400

Grading scale:

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

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 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. 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/. 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 **November 2, 2018**. 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: www.utep.edu/student-affairs/registrar/Academic%20Calendars/academic-calendar.html