

INTERNATIONAL MARKETING-SPRING 2021

MKT 4325

INSTRUCTOR: Denisse Olivas

CLASS: online

EMAIL: dolivas@utep.edu

OFFICE: Virtual office hours

PHONE: 915.747.7738

OFFICE HOURS: MW 9am-10am 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 **1st 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.

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

INTERNATIONAL MARKETING-SPRING 2021

MKT 4325

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. Emails will be answered within 48 hours during the week and before the end of Monday if sent during the weekend.

INTERNATIONAL MARKETING-SPRING 2021

MKT 4325

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	19-Jan	Introduction Course Organization	Syllabus + quiz
		Global Marketing in a New Era	Ch. 1 (V) (R) (DP)
2	25-Jan	Company Strengths and Weaknesses	Ch. 2 (V) (R) (DP)
3	1-Feb	The Economic Environment	Ch. 3 (V) (R) (DP)
4	8-Feb	The Political and Legal Environment <i>Test Review #1</i>	Ch. 4 (V) (R) (DP) (TR)
		Test #1 (Due Friday Feb 12th eod)	Covers chapters 1-4 and notes
5	15-Feb	The Cultural Environment	Ch. 5 (V) (R) (DP)
6	22-Feb	Country Assessment and Local Market Research	Ch. 6 (V) (R) (DP)
7	1-Mar	Modes of Entry	Ch. 7 (V) (R) (DP)
8	8-Mar	Market Segmentation, Positioning <i>Test Review #2</i>	Ch. 8 (V) (R) (DP) (TR)
		Test #2 (Due Friday Mar 12th eod)	Covers chapters 5-8 and notes
9	15-Mar	Spring Break-No classes	
10	22-Mar	Global Products and Brands	Ch. 9 (V) (R) (DP)
11	29-Mar	Global Services	Ch. 10 (V) (R) (DP)
12	5-Apr	Global Pricing <i>Test Review #3</i>	Ch. 11 (V) (R) (DP)
13	12-Apr	Test#3 (Due Tuesday Apr 13th eod)	Covers chapters 9-11 and notes
14	19-Apr	Global Distribution and E-Commerce	Ch. 12 (V) (R) (DP)
15	26-Apr	Global Advertising and Promotion	Ch. 13 (V) (R) (DP)
16	3-May	Digital Marketing <i>Test Review #4</i>	Ch. 14 (V) (R) (DP)
			(TR)
17	10-May	Final Test #4 (Due Tuesday May 11th eod)	Covers chapters 12-14

INTERNATIONAL MARKETING-SPRING 2021

MKT 4325

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 48 hours to take it at your convenience. 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 (14x23points) available, must have 13 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

INTERNATIONAL MARKETING-SPRING 2021

MKT 4325

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 **APRIL 1, 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:

<http://catalog.utep.edu/undergrad/welcome-to-utep/academic-calendar/>