



MKT 4325 CRN 32366
INTERNATIONAL MARKETING – SU 2021

- Instructor:** Dr. Fernando R. Jiménez
- Class Format:** Online – Synchronous. This section requires students to meet at specific days and times.
- Class meetings:** MTWRF from 11:40 AM to 1:50 PM through Zoom Meeting ID: 881 0898 5040 Passcode: miners01
<https://utep-edu.zoom.us/j/88108985040?pwd=dTlhVDdtTHVMcWgxcnk4a3RlM245UT09>
- Contact the instructor:** frjimenezarevalo@utep.edu
- Virtual office hours:** Via Blackboard Collaborate, TR 2:00 PM – 3:00 PM or by appointment.

Class Format: This course is online synchronous. Students are required to meet at specific times/dates. This course is similar to a face-to-face course. However, instead of attending class in person, students will attend via Zoom. Class sessions will not be recorded. Students are expected to attend all sessions and participate in breakout rooms.

Course Description: International Marketing (3-0). Emphasis is placed upon the marketing function from the viewpoint of the marketing manager who must recognize differences in market arrangement and in legal, cultural, and economic factors in different countries. Areas covered include planning and organizing for international operations, interrelationships with other functions, product strategy, pricing, promotion, channels, and financial aspects of international marketing.

Course learning objectives

By the end of the course, students 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

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 Students may find this print edition at the university bookstore or here: <https://store.cognella.com/93919>



Grading:

Exam 1:	25 points	A = 90 – 100 points
Exam 2:	25 points	B = 80 – 89 points
Exam 3:	25 points	C = 70 – 79 points
Exam 4:	25 points	D = 60 – 69 points
Total Points:	100 points	F = 59 points or less

Exams will include multiple choice questions about topics covered in book chapters, lectures, and breakout room activities. Students are responsible for reading the book as a homework. I encourage students to read a book chapter prior to class.

***Exams delivered via Blackboard and require Respondus Lockdown Browser and Monitor.** Respondus blocks students' screens when taking the exam. Monitor uses a student's webcam to record and monitor facial movements while taking the test. Students need to download a program in their computer to access the exams. Instructions and assistance can be found at:

https://www.utep.edu/technologysupport/ServiceCatalog/BB_Tool_RespondusLockdown.html

Tech support Respondus and Monitor: Contact UTEP's IT Helpdesk <https://www.utep.edu/technologysupport/> or call 915-747-4357

Please review the following guidelines:

1. The exams will only be available at the times identified on the course calendar.
2. Students can take the test at any time within the dates window.
3. Students will have one hour to take the tests.
4. A reliable internet connection is essential to completing the exam. Students that come to campus to take the test (e.g., the library) must follow COVID-19 protocol, see below.
5. Students will have one attempt to take the test. Issues during the exam, please email the instructor directly at frjimenezarevalo@utep.edu.
6. Respondus Monitor requires a webcam and microphone.
7. Students are required to show their UTEP ID or valid photo ID prior to the test.
8. Students' face should be visible. Make sure to take the test in a location where face-coverings are not required.
9. The exam and midterm are closed-book exams. No notes, textbooks, etc. are allowed. Students will be required to close all screens prior to the test. If the software detects that the eyes of the student are looking elsewhere, the student will be automatically flagged.



10. Make sure you are in a private and quiet place. Students cannot have any conversations.

If the software detects conversations, the student will be flagged (and reported).

Technology Requirements:

- **Tech Skills:** The course requires basic skills to navigate online websites and basic software applications such as Microsoft Office.
- **Computer/laptop with internet connection.** For the best experience, students need to have access to a computer/laptop equipped with a stable internet connection, Microsoft Office, a webcam, and a microphone. Some students use tablets or smartphones, instead. It is up to the student to check the compatibility and functionality of their devices. Students can download and/or access MS Office for free via UTEP's Microsoft Office Portal. Check:
https://www.utep.edu/technologysupport/ServiceCatalog/SOFTWARE_PAGES/soft_microsoftoffice365.html
- **Tech Support with computers or connectivity issues**
UTEP's IT Helpdesk can help students to set up their device: Via phone (915-747-4357)
Remotely via chat (<https://www.utep.edu/technologysupport/about/HelpDeskChat.html>)
In person at UTEP Library Room 300.
Check out their website at: <https://www.utep.edu/technologysupport/index.html>
If you are in need of a device or internet connection, contact the UTEP Library for assistance. Some computer labs at the library or the College of Business may be available, with restricted hours of operation. If you can't come to campus, the library may have some laptops and hotspots available for checkout for students that request them. Please contact the library directly: <https://www.utep.edu/library/>
- **Blackboard.** Course materials and announcements will be posted in Blackboard. Students can access Blackboard through UTEP's website (www.utep.edu) or directly at MyUTEP (www.my.utep.edu/My). Blackboard works best with Google Chrome or Mozilla Firefox.
Blackboard App. I recommend you to download the BB App in your mobile phone. In the App, you will get access to the course and receive push notifications with course announcements. For instructions, please refer to the Blackboard page listed above.
Tech Support for Blackboard
To learn about Blackboard features visit:
https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html
You can get Blackboard assistance at: 915-747-4357, IT Helpdesk.



Netiquette: Electronic communications lack information from body language and context. It is easy to miscommunicate with others. Please follow network etiquette rules in emails, discussions, and other posts:

- Treat others, as you would like to be treated. Respect classmates and instructors.
- Be tolerant to other people's ideas. Do not insult, embarrass, criticize, or bully others. When addressing someone else's ideas, refer to the idea not to the person.
- Post messages and videos in a way that resembles face-to-face interactions in a classroom. If you would not do it in the classroom, don't upload it.
- Blackboard is not a public internet venue; all postings should be private and confidential. Do not share information outside the course.
- Posting course documents, videos, and any other material in public internet websites is prohibited.

Students that post inappropriate language or content will not receive credit for assignments and will be reported to the Dean of Students for academic misconduct.

Special Accommodations for students

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

Class drop

The last day to drop the class with a "W" is **June 25, 2021**. The student **MUST** contact an advisor to complete a course drop. I cannot do it, and it will not happen automatically. If a student does not drop the class and stops coming to class, the student will receive an "F". COBA Advising:

<https://www.utep.edu/business/UndergraduatePrograms/advisingresources/AdvisingAppointment.html>

Academic Dishonesty

Academic dishonesty is not condoned nor tolerated at UTEP. Such dishonesty, when evidenced, will be reported to the Student Judicial Affairs Office at UTEP. Read UTEP's website for more information about sanctions. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases: **Plagiarism** - The representation of someone else's ideas as if they are one's own. **Unauthorized Collaboration on Out-of-Class Projects** - The representation of work as solely one's own when in fact it is the result of a joint effort; **Cheating on Exams** - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.; and **Knowing**



Cooperation with Another Person in an Academically Dishonest Undertaking - Failure by a student to prevent misuse of his/her work by others.

The Faculty Senate, recommended the following list of student services:

Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
202 Union West; walk-ins encouraged

Student Health Center: <http://chs.utep.edu/health/>; (915) 747-5624
Many services free to students paid for through student health fee

Center for Accommodations and Support Services: <http://sa.utep.edu/cass>
106 Union East; (915) 747-5148 For disability accommodations

Student Engagement and Leadership Center: <http://sa.utep.edu/selc>
106 Union West; (915) 747-5670
Includes study space with workstations; family friendly room with lactation space

Career Center: <http://sa.utep.edu/careers/>; 103 Union West; (915) 747-5640
Minetracker: <https://minetracker.utep.edu/> Events, news and organizations



Course Schedule

MKT 4325 CRN 32366 Summer 2021 International Marketing

Week 1

Monday	June 7	Introduction
Tuesday	June 8	Chapter 1
Wednesday	June 9	Chapter 2
Thursday	June 10	Chapter 3
Friday	June 11	Exam 1

Week 2

Monday	June 14	Chapter 4
Tuesday	June 15	Chapter 5
Wednesday	June 16	Chapter 6
Thursday	June 17	Chapter 7
Friday	June 19	Exam 2

Week 3

Monday	June 21	Chapter 8
Tuesday	June 22	Chapter 9
Wednesday	June 23	Chapter 10
Thursday	June 24	Chapter 11
Friday	June 25	Exam 3

Week 4

Monday	June 28	Chapter 12
Tuesday	June 29	Chapter 13
Wednesday	June 30	Chapter 14
Thursday	July 1	Exam 4