



MKT 4325 CRN 21408
INTERNATIONAL MARKETING

Instructor: Dr. Fernando R. Jiménez
Meetings: MW 12:00 PM – 1:20 PM, Room 331
Contact the instructor: frjimenezarevalo@utep.edu or 915-747-7724
Office hours: MW 1:30 PM – 3:00 PM, Room 240

Course Description: 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

Required Materials:

Required textbook Global Marketing: Mark C. Green, Warren J. Keegan, 10th Ed. Pearson.

Grading

Exam 1 (Chapters 1-4)	100 points	A = 450 pts or higher
Exam 2 (Chapters 5-8)	100 points	B = 400 to 449 pts
Exam 3 (Chapters 9-12)	100 points	C = 350 to 399 pts
Exam 4 (Chapters 13-15)	100 points	D = 300 to 349 pts
Participation	100 points	F = 259 pts and below
Total:	500 points	

Exams

Exam dates appear in the course schedule at the end of this document. Make-up exams will be allowed only by prior consent and for valid reasons such as medical conditions, jury duty, and military assignment. Proper documentation should be furnished before the exam. Any make-up exam may be different from the one given to the class.



Students have 1 hour and 20 minutes to complete an exam. Students who need special accommodations need to contact CASS and the instructor. Details are provided in the Special Accommodations section.

***Exams delivered via Blackboard require Respondus Lockdown Browser**

Students will take the exam in class, using a laptop. Each student is responsible for bringing a device with Respondus Lockdown installed. Students need to download a program on their computer to access the exams. Instructions and assistance can be found at:

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

Tech support Respondus: Contact UTEP's IT Helpdesk

<https://www.utep.edu/technologysupport/> or call 915-747-4357

Blackboard. Blackboard works best with Google Chrome or Mozilla Firefox. In BB, students can access course content, assignments, and exams.

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

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

Tech Support for Blackboard

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

You can get Blackboard assistance at: 915-747-4357, IT Helpdesk.

Special Accommodations for students

If you 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, visit www.sa.utep.edu/cass.

Class drop

The last day to drop the class with a "W" is **March 28, 2024**. 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.

Learning requires you to do your own work. Just do it.

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

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



Tentative Course Schedule

Week	Date	Subject	Readings
1	15-Jan	No class	No class
	17-Jan	Introduction to Global Marketing	Chapter 1
2	22-Jan	Introduction to Global Marketing	Chapter 1
	24-Jan	The Global Economic Environment	Chapter 2
3	29-Jan	The Global Economic Environment	Chapter 2
	31-Jan	The Global Trade Environment	Chapter 3
4	5-Feb	The Global Trade Environment	Chapter 3
	7-Feb	Social and Cultural Environments	Chapter 4
5	12-Feb	Social and Cultural Environments	Chapter 4
	14-Feb	Exam 1	Ch. 1 - 4
6	19-Feb	The Political, Legal, and Regulatory Environments	Chapter 5
	21-Feb	Global Information Systems and Market Research	Chapter 6
7	26-Feb	Segmentation, Targeting, and Positioning	Chapter 7
	28-Feb	Segmentation, Targeting, and Positioning	Chapter 7
8	4-Mar	Importing, Exporting, and Sourcing	Chapter 8
	6-Mar	Exam 2	Ch. 5-8
	11-Mar	Spring Break - No class	No class
	13-Mar	Spring Break - No class	No class
10	18-Mar	Global Market-Entry Strategies	Chapter 9
	20-Mar	Global Market-Entry Strategies	Chapter 9
11	25-Mar	Brand and Product Decisions	Chapter 10
	27-Mar	Brand and Product Decisions	Chapter 10
12	1-Apr	Pricing Decisions	Chapter 11
	3-Apr	Global Marketing Channels and Physical Distribution	Chapter 12
13	8-Apr	Global Marketing Channels and Physical Distribution	Chapter 12
	10-Apr	Exam 3	Ch.9-12
14	15-Apr	Global Marketing Communications 1	Chapter 13
	17-Apr	Global Marketing Communications 1	Chapter 13
15	22-Apr	Global Marketing Communications 2	Chapter 14
	24-Feb	Global Marketing Communications 2	Chapter 14
16	29-Apr	Global Marketing and the Digital Revolution	Chapter 15
	1-May	Exam 4	Ch. 13-15