

# MARK 4360.060, Spring 2024

The University of Texas at Tyler

This course is in support of a degree program at the University of Texas at Tyler that has earned professional accreditation by AACSB International. AACSB International is an association of more than 11,000 business educational institutions, and other organizations in 70 countries that are dedicated to the advancement of management education worldwide. Less than 5% of business programs worldwide have earned this distinguished hallmark of excellence in management education.

## Basic Information:

**Course Section:** MARK 4360.060

**Course Title:** International Marketing

**Meeting Time and Place:** Online/Canvas

**Course Credit Hours:** 3

### Textbooks and Other Required Materials:

*International Marketing*, 19th Edition

ISBN10: 1266828834 | ISBN13: 9781266828836

By Philip Cateora, Bruce Money, Mary Gilly, John Graham and Graham Cateora

Publisher: McGraw Hill

## Faculty Contact Information

Mr. Christian Bushardt

Email: CBushardt@uttyler.edu

Cell Phone Number: (601) 466-2219

Office Hours: As needed/requested by students. We can meet via zoom, phone, email, or any other reasonable method of communication. I am available at the student's convenience.

## Course Attendance:

MARK4360.060 is an online delivery. We will not have required live class zoom meetings. I will post videos, slides, and you will do work on your own time. We may have some live zoom sessions to answer questions or other concerns as a group, but these will not be required. You are always welcome to schedule a live zoom session for one-one-one assistance.

## Course Communication:

Please use your university Email (not canvas) for written communication unless requested otherwise. Please communicate via email as this has greater correlation with your future job role. Future employers will not be using canvas, but they will expect effective email communication skills. Please check email regularly as that is the primary way in which we will communicate.

### Please do not use canvas message to communicate

## Course Information:

This course focuses on marketing strategy and management within the context of global and 2 international markets. It evaluates cultural differences and aims to enhance your skills in developing and implementing marketing strategies and decision making in international contexts.

Background: "The changing economic situation, the changing global market means it is understandable that employers are constantly raising the bar. It is challenging the education system to come up with ever higher standards to meet the expectation of employers." Jim Knight

As global economic growth occurs, understanding marketing in all cultures is increasingly important. International Marketing addresses global issues and describes concepts relevant to all international business executives, regardless of the extent of their marketing involvement.

Prerequisite: MARK 3311.

**Course Objectives/Assignments:**

- (1) Familiarity with the problems and challenges of marketing across national boundaries and those within foreign countries
- (2) Insights into macro-environmental perspectives of doing business outside the home country.
- (3) Analytical ability to make marketing decisions facing all firms engaged in business outside the U.S.
- (4) Familiarize the student with different sources of information needed for making international marketing decisions, as well as problems associated with gathering and using information.

**Grading Rubric:**

Assignment	Points	Method of submission
Chapter 1-19 Quizzes	100	Online – Canvas
Discussions (1-4)	100	Online - Canvas
Exam 1	100	Online - Canvas
Exam 2	100	Online - Canvas
Foreign Market Analysis & Presentation	200	Online - Canvas
Exam 3 (Final Exam)	100	Online - Canvas
Total	700	

- 630+ = A
- 560 = B
- 490 = C
- 420 = D
- <420 = F

**Exams:**

Exams are administered through canvas. You should refer to canvas for the availability of exams. You are allowed to use your book, notes and other materials during exams. You are not allowed to use another student or a copy of the exam, you must either know the answer or find it in your class resources. Exams are often given in combined format with multiple choice, matching, etc. and have limited time.

**Quizzes:**

Quizzes will be administered through canvas. You should refer to canvas for the due dates of these assignments. You are allowed to use your book, notes and other materials during quizzes. You are not allowed to use another student or a copy of the quiz, you must either know the answer or find it in your class resources. Quizzes are timed with only 1 attempt. Quizzes will not be re-opened if you miss a quiz, since all quizzes are available from the start of the semester. Additionally, quizzes are due before the exam and not weekly.

**Foreign Market Analysis & Presentation:**

You will present a 10-minute PowerPoint presentation on introducing a “new” product to a foreign market. The presentations will be recorded and upload to canvas for review. The "product" we will be adapting to a new country market is Chik-Fil-A. Chik-Fil-A is only in the U.S., U.K., & Canada, most of us have experience with chik-fil-a, and they serve a, somewhat, ubiquitously desired product, making it an excellent choice. You will need to detail how you would modify the marketing mix to most effectively communicate with your target

market. The interaction of marketing decisions and country specific variables is the focus of this presentation. Additional details are located in the canvas assignment. This assignment has multiple submissions throughout the semester. Please refer to canvas for details on specific due dates of specific assignment components.

**Discussion Boards/Role Plays/Guest Speakers:**

We will have multiple discussion board posts throughout the semester addressing several different topics. Topics include but are not limited to: role play experiences, guest speaker/video comments/reactions, case analysis, and/or current events. You should refer to each discussion board topic for details about how to complete the assignment. Instructions on how to reply should be included with the prompt/first post by the instructor. Example: How points are allocated in a discussion on a role play experience may be different from a discussion revolving around an on-going current event. Required breadth and depth of posts varies depending upon topic being discussed. You should refer to canvas for details about submission times for Discussion Boards/Role Plays & Guest Speaker assignments. You will be alerted via email when these assignments are available.

**Late Work:**

Submitting work late will result in points deducted at the discretion of the instructor. You should expect technology to not work completely the first time, and plan time to trouble such problems which typically arise during normal business activities. Some assignments will not be accepted late.

**Reasonable Accommodations For Disabilities:**

Should you need accommodation for anything, please contact Student Accessibility and Resources center at saroffice@uttyler.edu. I also encourage you to contact me with any issues, and I will be happy to work with you.

**Academic integrity:**

(UT Tyler students make the decision to not lie, cheat, or steal, nor tolerate those that do)

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. Cheating includes, but is not limited to: submitting material that is not one's own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. Plagiarism includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, Paraphrasing materials or ideas of others without identifying the sources.

**CCW:**

“We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.”

<i>Assignment</i>	<i>Chapters</i>	<i>Due Date (Thursdays)</i>
Discussion #1*		January, 25, 11:59PM
Discussion #2* Foreign Market Analysis Country Choice		February, 1, 11:59PM
Exam 1 Quizzes	1,2,3,4,5,6	February 15, 11:59PM
Exam 1	1,2,3,4,5,6	
Exam 2 Quizzes	7,8,9,10,11,12,13	March 21, 11:59PM
Exam 2	7,8,9,10,11,12,13	
Foreign Market Analysis & presentation		April 18, 11:59PM
Exam 3 Quizzes	14,15,16,17,18,19	April 25, 11:59PM
Exam 3 (Final Exam)	14,15,16,17,18,19	May 2, 11:59PM

\*Discussion #3 & #4, will be posted to canvas during the semester and students alerted via email.

***The instructor reserves the right to revise, alter or amend this syllabus as necessary. Students will be notified in writing / email of any such changes.***