

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Spring 2023
January 9 to April 29, 2023

COURSE NUMBER: MARK 4360.001
COURSE TITLE: International Marketing
INSTRUCTOR: Dr. Barbara Ross Wooldridge
OFFICE: Soules College, COB 350.023
TELEPHONE: 903-566-7246
EMAIL: brosswoo@uttyler.edu

OFFICE HOURS: In person office hours: 1:00 pm to 2:30 pm Tuesday and Thursday or by appointment. Emails will be answered within 24 hours Monday to Thursday. Emails received before 12:00 pm on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm Friday will be answered the following Monday.

REQUIRED TEXT: International marketing, 7th Edition, Dana-Nicoleta Lascu,
*See CANVAS for directions on how to obtain book online

The book is available in the bookstore but if you would like to purchase it online, please follow the instructions below.

TEXTBOOK MEDIA

Go to www.textbookmedia.com (Links to an external site.). Register. It will take about 60 seconds.

You will be taken to My Account. You will see “You currently have no books to view.”

To find your book, click on Booklist. Locate the book and click on Pricing Details.

You will have options for the format (e-book, PDF, and three print formats). Read the descriptions and make your choice.

Click on Add to Cart, then Checkout. Then you’ll see a page for Review Order. Once processed, eBook orders will be in My Account. Print orders may take up to seven business days, but you’ll have the online book immediately in My Account.

COURSE

DESCRIPTION:

This course focuses on marketing strategy and management within the context of global and

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 Learning Objectives

- (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.

CLASS MEETING: 11:00 am to 12:20 pm Tuesday/Thursday, Soules 214

TEACHING METHOD: Face to Face

COURSE ACTIVITIES AND GRADING POLICY

GRADING:

Grade	Points Range
A	1,000 to 900
B	899.9-800
C	799.9-700
D	699.9-600
F	599.9 and below

***Grades will not be rounded up. There is one extra credit opportunity the Getting Started Quiz which must be completed by January 15 by 11:59 pm central time to receive the bonus points.**

NO LATE ASSIGNMENTS WILL BE ACCEPTED.

ITEM	VALUE	
Duo Lingo	70	-70 if not completed
10 Quizzes	700 (70 points apiece)	0 if not completed**
Comprehensive Final Exam	70 points*	
Getting Started Quiz	10	Up to 10 Bonus Points
Project part 1	65	-65 if not completed
Project part 2	65	-65 if not completed
Class Participation	100	100
TOTAL POINTS	1000	1000

YOU HAVE ONE WEEK AFTER A QUIZ GRADE IS POSTED AND THE ANSWERS TO THE QUIZ ARE RELEASED TO DISCUSS THE SCORE WITH THE PROFESSOR. A WEEK AFTER THE CORRECT ANSWERS HAVE BEEN RELEASED – NO QUESTIONS WILL BE REVIEWED FOR ADDITIONAL POINTS.

***The comprehensive final exam is optional. If you take the comprehensive exam, you may use it to replace up to two missing quizzes or two replace two low quiz grades. There are no makeup quizzes. If you miss a quiz, you must take the comprehensive final exam.**

**** Make sure you have a stable internet connection. Not having an internet connection is not a valid excuse as you can take all quizzes at school.**

ATTENDANCE POLICY

I understand that during a normal semester there are key events, unexpected happenings, and sickness to name a few possibilities that can occur but you cannot learn and be a productive citizen if you are not in class. Class attendance is based on being in class to participate in class activities. If we do an activity and you are not in class, you miss the points. **Participation points cannot be made up.** There will be more than 100 points but when they are gone, they are gone. I do not want to be the “judge” of what is valid and what is not a valid excuse. Each student can miss up to 4 classes without a penalty. ***I do not recommend missing classes.*** PLEASE NOTE IF YOU ARE AN ATHLETE your leaving/missing for games counts towards the four absences. If you are an athlete and are going to miss more than 4 classes, you need to meet with me by 1/17/2022. The following attendance policy will be enforced

Number of Days Absent	Bonus/Penalty	Important
Perfect Attendance	10 points	
1 Absence	5 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
2 Absences	2.5 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
5 Absences	-10 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
6 Absences	-25 points	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.
7 or more Absences	-50	There is no makeup work in this class. If you are going to miss class, you must complete any work before the absence.

ANY CHANGES TO THE SCHEDULE WILL BE POSTED ON CANVAS.

DATES/WEEK	TOPICS	ASSIGNMENTS
Tuesday Jan 10 Thursday Jan 12 ONLINE	Complete the Getting Started Section	Complete syllabus quiz by Sunday January 15 at 11:59 pm central time. Purchase the book you will need it by week 2. I do not provide chapters.
WEEK 2 Tuesday Jan 17 Thursday Jan 19	PLEASE NOTE-CLASS IS FACE TO FACE STARTING THIS WEEK Introduction -Review of Assignments Lecture on What is International Marketing	Read Chapter 1 Quiz 1 Chapter 1 and all materials due by January 22 (Sunday) 11:59 pm central time. If you do not have a stable computer connection, make sure to take your quiz at school.

<p>WEEK 3 Tuesday Jan 24 Thursday Jan 26</p>	<p>Lecture – Global Economic Environment Lecture International Trade – Institution Barriers and Facilitators</p>	<p>Read Chapter 2 Read Chapter 3 CANVAS -Quiz 2 on Chapters 2 & 3 and all materials due by Sunday, January 29 by 11:59 pm central time.</p>
<p>WEEK 4 Tuesday Jan 31 Thursday Feb 2</p>	<p>Lecture Regional Economic and Political Integration Lecture Introduction on Culture</p>	<p>Read Chapter 4 CANVAS-Quiz 3 – on Chapter 4 and all materials -due by Sunday, February 5 by 11:59 pm central time.</p>
<p>WEEK 5 Tuesday Feb7 Thursday Feb 9</p>	<p>Continue Lecture on Culture Finish Lecture on Culture</p>	<p>Read Chapter 5</p>
<p>WEEK 6 Tuesday Feb 14 Thursday Feb 16</p>	<p>Culture Exercise – Meet in Rm 307 Lecture on International Marketing Research</p>	<p>Read Chapter 6 CANVAS-Quiz 4 – on Chapters 5 and all materials due by Sunday, February 19 by 11:59 pm central time. CANVAS -QUIZ 5-on Chapter 6 and all materials due by Sunday, February 19 by 11:59 pm central time. MUST CHECK IF PRODUCT IS AVAILABLE IN YOUR COUNTRY AND EMAIL DR WOO by 2/14 – if it is available to be assigned another product.</p>
<p>WEEK 7 Tuesday Feb 21 Thursday Feb 23</p>	<p>Chapter 7 Video Lecture International Strategic Planning Lecture Expansion Strategies and Entry Mode Selection</p>	<p>CANVAS- Quiz 6 – Chapters 7 and 8 and all materials due by Sunday, February 26 by 11:59 pm central time.</p>
<p>WEEK 8 Tuesday Feb28 Thursday Mar 2</p>	<p>NO PHYSICAL CLASS - Dr. Woo available in office Time to work on Individual Assignment Individual Assignment Part 1 Due</p>	<p>Individual Assignment COUNTRY GUIDE: Part 1 Due Thursday March 2 by 11:59 pm central time. TURN IN ON CANVAS PLEASE NOTE YOUR ASSIGNMENT WILL BE REVIEWED BY A PAGARISM CHECKER- you can see the results immediately and make corrections.</p>

WEEK 9 Tuesday Mar 7 Thursday Mar 9	Lecture Product and Service Branding Decisions Lecture International Product Service Strategies	Reads Chapters 9 and 10 CANVAS -Quiz 7 -Chapters 9 and 10 and all materials due by Sunday, March 12 by 11:59 pm central time.
WEEK 10 SPRING BREAK	HAVE FUN	HAVE FUN
WEEK 11 Tuesday Mar 21 Thursday Mar 23	Lecture- International Channels Lecture T.B.A.	Duo Lingo Assignment due 11:59 pm central time Sunday March 26. Read Chapter 11 CANVAS- Quiz 8 – Chapter 11 and all materials due by Sunday, March 26 by 11:59 pm central time
WEEK 12 Tuesday Mar 28 Thursday Mar 30	Lecture International Promotion Mix Lecture International Personal Selling and Sales Management	Duo Lingo Assignment due 11:59 pm central time April 2. Read Chapters 12 and 13 CANVAS- Quiz 9: Chapters 12 and 13 and all materials due on Sunday, April 2 by 11:59 pm central time.
WEEK 13 Tuesday April 4 Thursday April 6	Pricing Strategy T.B.A.	Duo Lingo Assignment due 11:59 pm central time April 9. Read Chapters 14 CANVAS -Quiz 10: Chapter 14 and all materials due by Sunday April 9 by 11:59 pm central time.
WEEK 14 Tuesday April 11 Thursday April 13	Presentations of 1-page slides	PRODUCT MARKETING PLAN RESOURCE GUIDEPART 2 <u>Due Tuesday April 11 by 11:00 am central time turned in on CANVAS</u> Presentations Duo Lingo Due April 17 by 11:59 pm central time
WEEK 15 Tuesday April 18 Thursday April 20	Presentations of 1-page slides	Continue: PRODUCT MARKETING PLAN RESOURCE GUIDEPART 2 Presentations Duo Lingo Assignment due 11:59 pm central April 23
FINAL EXAM April 24-27	Optional Comprehensive Exam. The exam covers all	If you miss a quiz, you must take the optional comprehensive. If you want to try and replace a low-test score you may take the optional comprehensive exam. You

	class material and is 100 questions long.	must complete the exam by Thursday April 27 by 11:59 pm central time
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IMPORTANT DATES

January 16: Martin Luther King, Jr. Day – University Closed

March 1: Final filing deadline for Spring 2023 Graduation

March 13-18: Spring Break

February 1: Summer 2023 registration begins

March 23: Last day to withdraw from 15-week courses

UT Tyler Resources for Students

- UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu
- UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu
- UT Tyler Counseling Center (903.566.7254)

SYLLABUS POLICY -this link will take you to all of the syllabus policies concerning UT Tyler Honor Code, Students Rights and Responsibilities, Camus Carry, UT Tyler a Tobacco Free University, Grade Replace and Forgiveness and Census Date Policy, State-Mandated Course Drop Policies, Disability/Accessibility Services, etc.

<https://www.uttyler.edu/academic-affairs/files/syllabuspolicy.pdf>

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. <https://www.uttyler.edu/mopp/documents/8-student-conduct-discipline.pdf>