

International Marketing (MKTG 4866) Spring 2015, D

Instructor: Dr. Minna Rollins

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Classroom: Mondays online and most Wednesdays in Miller Hall, Room 2213

Problems with CourseDen?

Email: distance@westga.edu

Phone: 678-839-6248, M-F 8.00 AM - 5.00 PM

Web site: <http://help.view.usg.edu>, 24 hrs/ day - 365 days a yr

Required course texts and tools

- 1) International Marketing, 15 or 16th ed., Cateora & Graham, McGraw Hill-Irwin. (International edition is not allowed.)
- 2) Articles and cases distributed in D2L and email
- 3) Top Hat account (sign up online, \$24/student)
- 4) Bring any one of the devices: smartphone, tablet, or laptop, to the class with on Wednesday.

Pre-requisites

Principles of Marketing

Course description and learning goals

This course focuses on various topics in international marketing such as market research in global setting and international marketing channels. Upon successfully completing this course, the student should:

- 1) Have a broad based knowledge of the economic, business and trade environment in different countries/areas of the world as well as how they are linked (LG 4, 5).
- 2) Be able to gather and analyze trade and business information about specific countries from various government and private sources, and to communicate this information effectively in oral presentations and in writing (LG 1, 6).
- 3) Have some knowledge about how basic marketing concepts and theories can be interpreted and applied in terms of international business situations (LG 4, 5, 6).
- 4) Be able to analyze international marketing situations and to recognize how diversity, globalization and multicultural considerations affect organizational environments and strategic plans (LG 5, 6).

Grading

Your grade will be evaluated as follows. All the assignments and exams are graded with 0-100 point scale. Rubrics and guidelines are provided in D2L.

Exams (3)	30%
Quizzes (in-class)	20%
Cases and class participation	30%
Current issues (groups)	20 %
Total	100%

A= 89.5% or more B= 79.9% to 89.4% C= 69.9% to 79.8% D= 59.9% to 69.8% F= less than 59.9%

Assessments and assignments

1. **Reading assignments (individual):** This consists of completing all the assigned readings. These are book chapter/s, articles, lecture notes, cases, and/or videos.

2. **Exams (individual):** We have four online exams that include the combination of multiple choice, short answer, and/or essay questions. Exams are available for 3-4 days. You have one 60-90 minute attempt to complete each exam. No exam reviews are given.

3. **Case studies, class participation, quizzes.** You will read the case before coming to the class (quiz questions about the case and about the chapters) and actively participate in case discussion. Top hat tool will be used for quizzes. *Bring your smartphone, tablet, laptop to every Wednesday class.*

4. **Currents issues (group, online):** Group assignment to gather and present current information about one country during one week of class. We will assign groups and countries in class.

Common Guidelines/Practicalities

1) Follow the guidelines and ask questions, if you are unsure what to do.

2) Assignments submitted late will not be graded without proper documentation (for instance doctor's note that you were hospitalized). You have to email (to mrollins@westga.edu) or fax (678-839-5041), Marketing and Real Estate Department, UWG) your documentation.

3) Please, email me at mrollins@westga.edu (write: IM on the subject line) or via Courseden when you have questions. We can also chat in courseden, Skype or talk on the phone. My home office number is on the first page of this syllabus.

4) Exam/quiz policy: Exam and quizzes consist of multiple choice and/or essay questions. You will have 60-90 minutes to complete multiple choice section of the exam. Correct answers are released to students after availability period for the exam has ended. Exams are individual work.

5) You can expect the reply to your email or phone/skype call within 12 hours during

regular business hours Mon-Fri EST, 9.00-5.00. If you do not hear from me within 12 hours, please email me again.

6) Discussions and exams are graded within 10 days of the original due date. If you submit your assignment early, it is not graded early.

7) If you have technical problems with coursedem/D2L, contact helpdesk as soon as possible. As you may already know, course will be down at several times during the semester for maintenance. Please note the downtimes on the homepage and plan accordingly. Technical difficulties will occur.

8) Extra credit assignments are not given. If you have a problem or questions, please contact professor.

ACADEMIC HONESTY/CHEATING

Receiving or giving help on chapter work, the writing assignment, exams, and/or papers, or copying, utilizing, or retaining online or in-class exam or assignment content, will result in failure of this course and may result in dismissal from the University. The professor may utilize all means available, including but not limited to IP address monitoring, login data, metadata, and other computer forensic methods to detect cheating on assignments and other graded or non-graded work. In addition, UWG and the University System of Georgia (USG) are authorized to monitor for evidence of cheating, including monitoring external website activity (social media websites, etc.) accessed using UWG or USG resources.

You have no right of privacy for activity you engage in using UWG or USG equipment or services, including but not limited to computers, servers, wireless or wired internet. Any student caught by UWG or USG personnel, or by the professor directly, will be dealt with per the Academic Honesty policy. **DO NOT CHEAT.**

For the purposes of this class, the following statements in the UWG Student Handbook and Appendix A of the Honor Code will be applied:

1. No student shall give or receive, or otherwise furnish or procure assistance not authorized in the preparation of an essay, report, examination, or other assignment in an academic course or in the fulfillment of program or degree requirements such as standardized examinations.
2. No student shall take, attempt to take, or otherwise obtain, gain access to, or alter in an unauthorized manner any material pertaining to the conduct of a class or to the completion of any program or degree requirement, including but not limited to tests, examinations, laboratory equipment, roll books, academic records, or electronically stored data.
3. Plagiarism is prohibited. Themes, essays, term papers, tests, and other similar requirements must be the work of the student submitting them. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Failure to observe these standards will result in grade of F. Use of unapproved sources of information on the writing assignment or receiving/providing assistance on a chapter assignment will be deemed a violation of provision 1, above, and will result in failure of the course and possible expulsion from UWG.