

International Marketing (MKTG 4866) Spring 2017, D

Instructor: Dr. Minna Rollins

Office home: 770-847-8151 (leave

Email: CourseDen/D2L email

Campus email: mrollins@westga.edu, write "IM" on the subject line

Classroom: Online and 4 in-class meetings during the semester on Wednesdays in Miller Hall 2213, 2.00-3.15PM

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, 16th ed., Cateora & Graham, McGraw Hill-Irwin. (International edition is not allowed.)
- 2) Articles and cases distributed in D2L and email

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 (individual)	30%
Current issues (individual)	25%
Case presentation (group)	25%
Case reports (3)	10%
Group evaluation (individual)	5%
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%

Syllabus quiz

This is a mandatory quiz. You have to take it during the first week of classes and you have to receive 10/10 in order to continue in the class. There are three attempts.

Exams

We have four short exams in this course and the lowest exam grades is dropped. Exams consists of the combination of the following type of questions: true/false questions, multiple choice questions, the short answer, and essay/case questions. The exams are taken online. You have 45 minutes to complete each exam.

Case presentation (group)

You will present the assigned case. Guidelines are given in Courseden. Groups are assigned randomly in CourseDen.

Case reports (individual or groups of 2)

You will write case 3 reports for cases that your group is not presenting. Guidelines are given in Courseden. You can write cases individually or in groups of two.

Current Issues (your own posting and replies)

You are required to find a current news article/video (1/student) that relates to our topics in this course. You will summarize the article/video and add your own question to the class. You will post your summary and question on the discussion board by Tuesday midnight of the week you are assigned. Others reply to the question (minimum of 5 replies are needed during the semester). *Think about this assignment as your class participation.* The schedule for current issues will be in Courseden after the first week of classes.

Grading Policy

Exams are graded within 7 days from the due date of the exam/assignment. All short answers and essays in the exams have to be graded manually; therefore, you first receive "0" from the short answer or essay question.

Exams/assignments are not graded until the availability has ended. For instance, if the exam is due Sep 1st and you complete the exam Aug 28th, your exam will be graded within 7 days from Sep 1st, not Aug 28th.

Current issues assignment will be graded after last discussion is completed and simulation will be graded at the end of the semester.

Expectations & Basic Rules

- Check Courseden at least three times a week, preferably daily, Mon-Fri.
- Communicate with your teammates: reply to emails, be a good team player.
- Read all assigned readings (articles, book chapters, lecture notes, videos) provided in weekly learning modules.
- Make-up exams: Make-up exams are given only if you have a valid excuse, such as you have been hospitalized during the week. Documentation is always required and make up exam is taken at the Department of Marketing and Real Estate. If you miss an exam due to technical difficulties you will not get a chance for make-up exam. Exception to this rule is technical problems at the University's IT system. Technical difficulties such as your internet connection is down in your apartment complex are not an excuse to miss an exam or not to submit your assignment. Use RCOB's computer labs to take exams. Make sure that you check your browser etc. to confirm that everything is working properly before taking exams. Sample quiz is open all semester for that purpose.
- Show an overall level of respect, courtesy, and professionalism toward both classmates and professor in all communication (in online classroom, email, chats, discussion etc.) Use spell check when you write emails.
- If you have any questions about the course material, ask help before the due dates and exam. If you have technical problems with Courseden, contact helpdesk.
- Email and phone policy: I reply to your emails and answer your phonecalls as soon as I can during regular business hours Monday – Friday 8.00am - 5.00 pm EST. If your email/phone call has not been responded within 12 hours, please email/call again. In weekends, please email me to mrollins@westga.edu for the fastest response on urgent issues.
- Please, review: Common Language for Course Syllabi file.

ACADEMIC HONESTY/CHEATING:

Receiving or giving help on 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 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.