

CHECKLIST

- PRINT THIS SYLLABUS
 - READ AND UNDERSTAND THIS SYLLABUS
 - PAY CLOSE ATTENTION TO THE SCHEDULE (last page)
 - LOG IN TO ELEARN
 - COMPLETE ONLINE ORIENTATION (under Content)
 - COMPLETE MASTERY TEST (under Content)
 - SUBMIT MASTERY TEST (via DropBox)
 - TAKE PRACTICE QUIZ (Assessment)
- NOTE: If you cannot take it, then you have not completed this checklist.
Until you do, none of the quizzes will be available for you to take.**

MKTG4350.98: INTERNATIONAL MARKETING

Instructor: Dr. Vaidotas Lukošius,
Assistant Professor of Marketing

eMail: Log-in to eLearn and click on Email your instructor
Class Room: eLearn

AWC Campus Contact Information	Office hours
Office #: K-401	M 11:30AM – 5:30PM
Phone: (615) 963-7128	T 4:30 PM – 5:30PM
Secretary: (615) 963 7123	W 11:05AM – 2:05PM (via eLearn)

Description

Global trade and consumption patterns; alternative methods for international exchange; managerial and marketing issues raised by the inclusion of multiple social, cultural, and political structures in the marketing environment. Prerequisite: MKTG3010.

After this course, you should be able:

1. Understand the historical context of global marketing;
2. Identify issues faced by global marketers;
3. Understand the importance of cultural, legal and economic environments;
4. Understand the different modes of entry;
5. Understand product, pricing, promotion and distribution strategies used by global marketers;
6. Understand the need for adaptation/standardization in the international market;
7. Understand the application of marketing mix variables to international marketing.

Textbook

Studying the assigned textbook is critical to your success in this course. You may also use this textbook as a desk reference once you complete this course. Therefore, you are required to purchase the textbook.

Mandatory: Baack, Daniel W, Eric Harris, Donald Baack, *International Marketing*, Sage, 2013, ISBN 9781452226354, 736p.

Note: The instructor is unaffiliated with either the author or the publisher of the textbook. Thus, the instructor has no financial stake in your purchase of the textbook.

Grading Policy and Grading Scale

Your course grade will be computed as follows:

<i>Grade Component</i>	<i>Weight</i>
Midterm	15%
Cumulative Final	25%
16 quizzes @ 2.5 each	40%
3 Dialogues @ 3 each	9%
International Marketing News	11%
Total	100%

A = 90+, B=89.9-80.0, C=79.9-70.0, D=69.9-60.0, F=59.9 or less

Each student is responsible for:

- Completing posted reading assignments;
- Completing dialogue questions in the on-line dialogue;
- Interacting weekly with cohorts in the current dialogue threads, answering questions when posed by the instructor;
- Completing all assignments;
- Completing quizzes;
- Submitting International Marketing News;
- Completing the midterm and the final examination.

On-Line Participation

This course is offered on-line, over the Internet, using the Internet and the World Wide Web, using publishing technology provided by *eLearn* and *Tennessee State University*. Online participation is expected and continuous throughout the course. Failure to turn in assignments by the date due, or timely participation in online dialogues, may result in the student being withdrawn from the course. Emergencies should be communicated and documented to the instructor as soon as possible. Students are expected to read the assigned texts and lecture each week and login to the class dialogue thread, as well as posting at least one message per current week (per dialogue topic) to each of the threads provided in the dialogue area. Active participation in the course will guide students in studying for the exams and in researching for the scholarship. The instructor will facilitate online dialogues in the dialogue room by responding to posted messages. See "**Ground Rules for On-line Participation**" for additional information.

A class week is defined as the period of time between Saturday and Friday. The first week begins the first day of the classes on **Thursday (01/17/13)** and ends at 5PM on **Friday (01/18/13)**. The second week begins **Saturday, (01/18/13)** and ends on **Friday (01/25/13)**. The very last week, #16, will end **Thursday (05/02/13)** at 5PM. Dialogue assignments scheduled for completion during a class week should be submitted or posted by the weekly due dates stated on the grading schedule. Assigned papers may NOT be submitted via email, unless arrangements are made with the instructor beforehand.

Student Conduct

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. Dialogue postings deemed inappropriate will be deleted from dialogue threads. For example, comments or postings that openly chastise or criticize classmates will be removed. Due to privacy laws topics of a private nature, such as grades, should not be discussed openly in the threaded dialogues. Email your instructor instead. All Tennessee State University students, whether enrolled in a regular or online course, are responsible for behaving in a manner consistent with Tennessee State University as well as TSU College of Business code of conduct.

Ground Rules for On-line Participation

1. Students should use email for any discussion of grades, private messages to the instructor and other students. Emails should include proper "subject" and signature lines with contact information.
2. The Class Dialogue is for assignment submissions and interacting with cohorts, so we may see what each other has to say about any given topic, and to respond if desired. This is where all assignments will be posted. Assignments must be posted as an attachment to preserve the document's format.
3. Students are expected to participate in on-line dialogues, and answer questions when posed by the instructor. They are also expected to participate in additional online activities including sending/receiving email as needed and navigating and conducting research over the World Wide Web.
4. All assignments must be written in a readable font type and size: Times New Roman 12-pt, double spaced.
5. All students will observe conventions of "online etiquette" when communicating on-line, which includes courtesy to all users. Students will agree to adhere to Faculty Expectations outlined upon course startup.
6. Students may get assistance with computer related problems through the instructor or by emailing the D2L helpdesk at helpdesk@tnstate.edu.
7. Assigned papers may also be submitted via the postal service, email or fax only if arrangements are made with the instructor beforehand.
8. All assignments are to be posted in the Dialogue thread, in the week they are due. There will be no resubmission of any assignment after the due date unless specifically requested by the instructor.

Levels of Communication

We will be using a minimum of two levels of communication in this course, one formal, and the other informal. Assignments should be formatted as if you are communicating with a client. There are no penalties for misspellings, incomplete sentences, or other violations of grammatical rules as long as the intent of the message is clear. Emails are a more formal form of communication in that you must include proper subject and signature lines. If I do not know who the sender is, your email will be deleted without having been read. Clearly label attachments, e.g. "John Smith Week 2 Dialogue 1" or "W2D1", or they will not be opened due to the risk of viruses, etc.

Dialogue postings are informal, but for assignments internal and source citations are still paramount. There are no penalties for misspellings, incomplete sentences, or other violations of grammatical rules as long as the intent of the message is clear. The criterion to be met in dialogue postings is that your messages must be original and intelligible; assignments should be submitted in the dialogue threads both in the message body and as an attachment in MS Word format. You must communicate effectively. In addition, you must meet the weekly requirements for full credit on dialogue room assignments.

Examination and Quizzes

Midterm and final examination will consist of combination of short essay as well as multiple-choice questions. Quizzes will be multiple-choice and will have between 20 and 30 questions. The instructor will not administer individual make-up exams. If you know that you will be unable to take an exam during its scheduled time, and have university sanctioned excuse, then you may arrange to take the exam at an earlier time.

Quizzes will be made available starting Saturday at 0:01AM and closing on Friday at 5:00PM.

You will have 75 minutes to complete the midterm and 120 minutes to complete the final examination. Depending on the length of the quiz, you will have between 20 and 30 minutes to complete each quiz. The final examination is cumulative and will cover all materials covered since the first day of classes.

Dialogues

In order to earn 3 complete points for each dialogue, a student will have to make AT LEAST one comment, not including their own submission. In total, a student will have to submit his/her response **plus** a comment/critique response by any other student or instructor. The last day to post your assignment is on Thursdays, by midnight and the last day to leave your comment/critique is on Sundays, by midnight.

Here is how dialogues will be graded:

Dialogue Grade	<i>Criteria for Online Postings</i>
3	Assignment is posted in the dialogue thread on time, and is concise and legible. Assignment provides sufficient depth to cover the topic, with APA citation and sources provided as appropriate. Meaningful participation and interaction with other students/instructor is present. Assignment posted as an attachment and as plain text.
2	Assignment is posted but is incomplete, answers lack sufficient depth to cover the topic, is not concise and legible. APA citations and sources are not provided when required and/or meaningful participation and interaction with other students/instructor is absent. Overall the assignment is well done with only minor corrections needed.
1	Assignment is posted but is incomplete, lacks sufficient depth to cover the topic, is not concise or legible. APA citations and sources are not provided when required, and/or meaningful participation and interaction with other students/instructor is absent. The assignment needs correcting in more than one area.
0	Assignment is not posted.

Although seldom necessary, the instructor does reserve the right to alter components of a dialog as written in the syllabus, when said assignment is posted in the current week's dialogue "Assignments". Dialogue requirements, posted in the weekly dialogue "Assignments", take priority over the instructions found in the syllabus. If in doubt, follow the assignment requirements found in the weekly dialogue "Assignments", because this is what I will use to assess your work.

International Marketing News

In order to earn 11 complete points for international marketing news, each student will have to post 11 links (URL) to any international marketing event taking place over any 11 weeks. For example, when talk about global economic environment, there is a story on FT.com (Financial Times) titled "China trade rebound signals solid growth" and the URL would be <http://on.ft.com/U6caUC> . The key-words to the story are "China, Trade, International". Then, follow with a short write-up, not a copy-paste, of the story.

Only one link per week will count and no two students can submit/share the same link.

Final Notes

Formal Acceptance of the Class Contract. Students should take 'COURSE CONTRACT' quiz in order to formally accept the contract. Students, who will fail to submit this formal contract to the instructor by the end of the first week, may be administratively dropped from MKTG4350.

Cheating. The student handbook states: Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular institutional procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination, or to assign an F in the course. If the student believes that he or she has been erroneously accused of academic misconduct, and if his or her final grade has been lowered as a result, the student may appeal the case through the appropriate institutional procedures (Student Handbook, p. 14 for Disciplinary procedures.)

Using someone else's ideas or phrasing and representing those ideas or phrasing as our own, either on purpose or through carelessness, is a serious offense known as plagiarism. "Ideas or phrasing" includes written or spoken material, of course — from whole papers and paragraphs to sentences, and, indeed, phrases — but it also includes statistics, lab results, art work, etc. "Someone else" can mean a professional source, such as a published writer or critic in a book, magazine, encyclopedia, or journal; an electronic resource such as material we discover on the World Wide Web; another student at our school or anywhere else; a paper-writing "service" (online or otherwise) which offers to sell written papers for a fee.

(<http://webster.commnet.edu/mla/plagiarism.shtml>).

Collaboration with other students is not permitted without explicit permission from the instructor. This is a form of plagiarism. Roommates and spouses taking the same course should be particularly careful.

Students with disabilities. TSU does not discriminate on the basis of an individual's disability and complies with section 504 and Public law 101-366 (Americans with Disabilities Act) in its admissions, accessibility, treatment and employment of individuals in its programs and activities, as defined under the law, who are otherwise qualified to meet the institution's academic and employment requirements. Students needing assistance may call (615) 963-7400. It is the student's responsibility to follow the procedures outlined by TSU if accommodation is needed

Tentative/Full admission. All undergraduate degree seeking College of Business majors enrolled in upper division business courses must have tentative or full admission to the College of Business in order to be assured of receiving full academic course credit. It is students' responsibility to verify that he or she have been tentatively/fully admitted to the College of Business.

Tentative Class Schedule

Week	Dates	Topic	Quizzes
1	January 17 - 18	Introduction to course	Ch. 0
2	January 18 - 25	Introduction to International Marketing	Ch 1, Ch 2
3	Jan. 26 – Feb. 1	Country Selection and Entry Strategy	
		Global Trade and Integration	Ch 3
4	February 2 - 8	Markets and Segmentation in an International Context	Ch 4
5	February 9 - 15	International Positioning	Ch 5
6	February 16 – 22	Market Research in the International Environment	Ch 6
7	Feb. 23 – Mar. 1	International Product and Brand Marketing	Ch 7
8	March 2 – 7	International Product Standardization and Adaptation	Ch 8
	March 8	MIDTERM	
9	March 9 - 17	SPRING BREAK	
10	March 18 – 22	International Pricing	Ch. 9
		International Finance and Pricing Implications	Ch. 10
11	March 23 - 29	International Marketing Channel Management	Ch 11
12	Mar. 30 – Apr. 5	International Distribution: Exporting and Retailing	Ch 12
13	April 6 - 12	Globally Integrated Marketing Communications	Ch 13
14	April 13 - 19	International Sales Promotions and Public Relations	Ch 14
15	April 20 - 26	International Personal Selling and Sales Management	Ch 15
16	Apr. 27 – May 2	International Marketing Planning, Organization, and Control	Ch 16

Final Exam – TBA

Last modified on January 15, 2013