



**KELCE**  
**COLLEGE OF BUSINESS**  
Pittsburg State University

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**Instructor:** Hamid Khan, Assistant Professor of Practice  
**Office:** Kelce 210 D  
**Online Office Hours:** M-TH 10:00-12:00 AM & by appointment  
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**Textbook (required):**



**International Marketing 11e Cengage Publication, Marketing 10e**

- Author(s) Michael R. Czinkota; Ilkka A. Ronkainen
- Publisher Cengage Learning
- Print ISBN 9780357445129, 0357445120
- eText ISBN 9780357462911, 0357462912
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**Catalog Course Description:**

(3 hours)

Study of multi-national marketing concepts; exporting fundamentals; environmental analysis for international marketing; product, price, distribution and promotion in an international context.

**Prerequisites:**

MGT 330 Management and Organizational Behavior and MKTG 330 Principles of Marketing.

**Course Objectives / Learning Outcomes:**



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Students will learn key aspects of international culture, politics, legal, IMC, personal selling and negotiation as these areas relate to international marketing in the dominant trade regions. Ethical issues related to the practice of international marketing will also be covered. Upon successful completion of the course, students will have acquired a comprehensive understanding of the structure of—and activities and career opportunities within—the realm of contemporary international marketing.

**Course Outline:**

Week 1

Aug. 16 – Aug. 20: Syllabus Review / Course Overview

Week 2

Aug. 23 – Aug. 27: Chapter 1:

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Week 3

Aug. 30 – Sep. 3: Chapter 2:

Week 4

Sep. 6 – Sep. 10: Chapter 5:



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Week 5

Sep. 13 – Sep. 17: Chapter 6:

Week 6

Sep. 20 – Sep. 24: Chapter 7:

Week 7

Sep. 27 – Oct. 1: Chapter 8:

Week 8

Oct. 4 – Oct. 8: Chapter 9:

Week 9 Chapter 10:



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Oct. 11 – Oct. 15:

Week 10

Oct. 18 – Oct. 22: Chapter 11:

Week 11:

Oct. 25 – Oct. 29: Chapter 12:

Week 12

Nov. 1 – Nov. 5: Chapter 13:

Week 13

Nov. 8 – Nov. 12: Chapter 14:

Week 14

Nov. 15 – Nov. 19: Chapter 15:

Week 15

Nov. 22 – Nov. 26: – **FALL BREAK + THANKSGIVING BREAK** –

Week 16

Nov. 29 – Dec. 3: Chapter 16:



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Week 17

– **FINALS WEEK** –

[Dec. 6 – Dec. 10]

Monday Dec. 6:       **Final Exam: Online from 5:00pm – 6:50pm (110 minutes)**

**Teaching Methods:**

Online (see above for required e-textbook and software). Students will be assessed through a variety of online reading assignments and assessments, chapter assignments, chapter quizzes, Chapter Discussion Prompt (see Discussion tab on Canvas) and a final exam.

**Canvas:**

This course will utilize the Canvas system for course grades, discussion prompts, announcements, etc. The instructor will make every attempt to be timely with posting announcements and grades. Note that faculty members are NOT required to use Canvas [please note that up-to-date points earned can be found on Connect and please also note that though grades on Connect will eventually be integrated to Canvas, the process generally takes several weeks].

**Chapter Discussion Prompt (see Discussion tab on Canvas) Structure on Canvas:**

Below is the three-step process students should follow for Chapter Discussion Prompt (see Discussion tab on Canvas)

- 1.) Address the instructor's chapter prompt / question in a post to the discussion section of Canvas.
- 2.) Address a question at the end of your discussion post that your classmates can respond to relating to the chapter prompt (no single word answer questions, please).
- 3.) Reply to two other classmates' questions.



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### **Academic Integrity**

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.
- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

### **Students with Disabilities:**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current syllabus supplement.



**Course Evaluation Methods:**

(points)

Grading Scale: 100%-90% = A, 89%-80% = B, 79%-70% = C, 69%-60% = D, 59%-0% = F

**Course Evaluation Methods**

Candid Learning Experiences	Descriptions of Objective Learning	% age of course grade	Points Value of Assignment	Frequency of attainment
Immersive Learning Chapter Review-quizzes ILC-REV	These are randomized quizzes for scoring highest grades with unlimited attempts allowed to retain for next type of quizzes—retention quizzes.  Selected ones from these quizzes will appear in the corresponding major exam.	15%	15Points	Do one Chapter per week by Sunday 11:59 pm—the computer will grade automatically by this time and post grades
Immersive Learning Chapter Retention quizzes ILC-RET	These are differently randomized quizzes for scoring highest grades with unlimited attempts allowed to retain for next type of quizzes—	15%	15 Points	Do one Chapter per week by Sunday 11:59 pm—the computer will grade automatically by this time and post grades



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	<p>retention quizzes.</p> <p>Selected ones from these quizzes will appear in the corresponding major exam.</p>			
Exam 1 chapters 1-5	Exam 1: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring your laptops to these exams.	15%	15 Points	Take the exam I on the sixth week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained
Exam2 chapters 6-10	Exam 2: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring your laptops to these exams.	15%	15 Points	Take the exam II on the 11th week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained
Exam 3 chapters 11-15	Exam 3: These are proctored exams based on question items from 1 & 2 above and must be taken in the	15%	15 Points	Take the exam III on the sixteenth week consisting of chapters 1-5 applying your intuitive familiarity for





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class for 30 minutes. Bring these exams.

the exam as explained

Marketing Application Short Case (MASC) 1— Chapter 5 CLO's-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 5 for — application and integration	8%	8 Points	Take the Marketing Application Short Case (MASC) -1 that represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion— comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case (MASC) 2— Chapter 10 CLO's-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 10 for — application and integration	8%	8 Points	Take the Marketing Application Short Case (MASC) -1 that represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion— comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case (MASC) 3— Chapter 15	These are unique Critical Learning Outcomes selected from chapter 15 for —	9%	9 Points	Take the Marketing Application Short Case (MASC) -1 that



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CEO's - Critical Learning Objectives	Critical application and integration Pittsburg State University	COLLEGE OF BUSINESS	represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion—comprising of Reaction, Learning, Behavior and Result
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- Described above are major assignments, projects, and testing; course grading procedures and policies -- More to be explicitly described in class.

**Note**

The instructor reserves the right to amend and to reorganize this syllabus at any time.

**Coronavirus (COVID-19) Index Supplement:**

For an up-to-date index of Pitt State's responses, policies and resources pertaining to COVID-19, please link to:

<https://www.pittstate.edu/office/health-services/coronavirus/index.html>

**Note:**

The instructor reserves the right to amend and to reorganize this syllabus at any time for the intended benefit for class effectiveness.