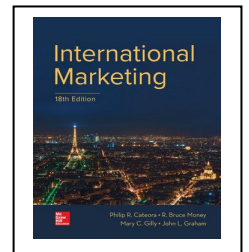




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Textbook

International Marketing, 18e, © 2020
Author: Philip R. Cateora, R. Bruce Money, Mary C. Gilly and John L. Graham
ISBN 978-1-259-71235-7 (bound edition)
MHID 1-259-71235-7 (bound edition)
ISBN 978-1-260-66553-6 (loose-leaf edition)
MHID 1-260-66553-4 (loose-leaf edition)
Order your textbook at: www.pittstate.bncollege.com
Publisher: McGrawHill Education



Catalog Course Description

Study of specific topics in international business.

International marketing deals with the complexities that confront a firm when expanding operations from beyond the national borders of its domestic market (home country) to do business in a different country (host country). Although many opportunities arise from the homogenization of markets across the world, there still exist vast differences. It is these differences that lie at the heart of international marketing. It is the task of the student of international marketing to understand these underlying differences and their impact on the conduct of enterprise across international markets.

Prerequisites

Students are required to have completed an undergraduate degree and be admitted to the Online Professional MBA.

Course Objectives / Learning Outcomes

The student should be able to:

1. Recognize the scope and challenge of international marketing.
2. Assess global marketing opportunities.
3. Develop global marketing strategies.
4. Implement global marketing strategies.



General Education Goals

To prepare graduate students as leaders and managers to understand the scope and challenges of international marketing, cultural, political, and legal differences of the countries, marketing channels and advertising, pricing and negotiations to be successful in international marketing.

Course Outline

Week 0	Welcome, Introduction, and Expectations
Week 1	Challenges of International Marketing & Dynamic Environment
Week 2	Culture, Management Style, and Business Systems
Week 3	Political and Legal Environments
Week 4	Global Vision and International Regional Marketing
Week 5	Global Marketing Management, Products and Services
Week 6	International Marketing Channels, Communications, Advertising, and Sales
Week 7	Pricing for International Markets & Negotiations

Detailed schedule and assignment brief instructions are attached.

Teaching Methods

The instructor of this online course will utilize the **learner-centered, content-focused, and interactive/participative methods**. Course content contains reading materials, lectures and presentations, videos, collaboration with peers, interview an international individual, writing assignments in the form of discussions, quizzes, and a final test.

Students are expected to demonstrate desire for learning, critical thinking skills, graduate level of writing, attention to details, adaptability, and creativity.

All activities will be submitted digitally. The primary modes of communication will be email, announcements, and discussion forums.

Canvas

Canvas is a learning management system (LMS) by Instructure that will be utilized for this course. Canvas offers robust educational tools for teaching and learning.

Computer/Technology Requirements

1. **High-speed internet access** is required. Make sure to have a **back-up plan** if your primary access is not available.
2. A **computer** to access Canvas and complete assignments. Mobile devices are not recommended for submitting assignments and taking Canvas quizzes. See the Canvas Privacy Policy and Canvas Accessibility Statement.
3. A **current version of an Internet Browser**, preferably Mozilla Firefox or Google Chrome. See the Canvas Guides for the latest browser and plug-in requirements. See the Respondus Privacy Policy and Respondus Accessibility Statement and System Requirements for Respondus tools in this course. See also the Student QuickStart Guide for Respondus LockDown Browser and Monitor and Download the Pitt State Respondus LockDown Browser.
4. A **web camera** (internal or external) and a **microphone** will be required for taking exams in Canvas using the Respondus LockDown Browser and Monitor tools.

Attendance Policy

This is an online course and therefore no attendance. Students will be required to complete all assigned readings, videos, quizzes, discussion assignments, and the final exam on or before the scheduled due date. Additionally, students are expected to check their email or Canvas inbox daily for announcements.

Classroom Conduct

Course Communication Policy

All communication will take place online via email, Canvas Inbox, or in the Canvas course discussion boards. Expect to receive a reply to your question(s) within 24 hours, Monday through Friday, unless otherwise posted by the instructor. Please do not call the instructor's office phone as he won't be there reliably during the span of the course.

Course Communication Guidelines (Netiquette)

Please use the following rules of netiquette as you post to online discussions and send messages to your instructor and fellow students in the course:

1. Use **professional language**. Always say please and thank you and leave text messaging abbreviations out of messages and posts. Be positive and constructive in your feedback to replies to students.
2. **Try not to use all caps** - it comes across as shouting to the reader. Use "bold" formatting or use quotes to emphasize a word or phrase. It may be okay at times for headings or to place emphasis on a web page, but try to avoid it when communicating on discussion boards or corresponding with others electronically.
3. Use **proper language and titles** - no slang or profanity. Even if a word is one you consider to be "not so bad", it could be offensive to others.
4. **Review posts and messages before saving**. Check for grammar and spelling errors and restate your message when necessary.

5. **Ask for clarification.** If you do not understand an assignment or feedback from me, please ask for clarification. I will do my best to word my posts/messages as clearly as possible, but in an online environment, I cannot "see" if my messages are being understood.

If proper netiquette is not followed, you may lose points on your assignments.

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.

Students pledge to:

- 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. According to the Americans with Disabilities Act, it is the responsibility of each student with a disability to notify the University of his/her disability and to request accommodations. If any member of this class feels that he/she has a qualified disability and needs special accommodations he/she should contact or visit the EO Office at 218 Russ Hall or go to www.pittstate.edu/eoaa and fill out a Request for Accommodation form.

Course Evaluation Methods

Final Grade Calculation	
Assessments	Points
Discussion 1	20 x 7 = 140
Discussion 2	10 x 7 = 70
Marketing Plan (PowerPoint)	50
Quizzes	20 x 6 = 120
Final Exam	50
Total Points for Course	430

All assignments and Weekly Quizzes are due at the end of each module. Each assignment will include full instructions and a rubric.

Grading

In determining the final course grade, the following scale is used:

90-100%= A

89-80% = B

79-70% = C

Below 65% = F

Students will receive weekly feedback upon completion of their weekly assignments.

Rubrics

Rubrics are included in the course and will provide an understanding of how you will be assessed on the course's assignments.

Late Work Policy

Late work will not be accepted with the exception of emergency-type circumstances. All such instances will need to be verified before late work is accepted.

Note

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