



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

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Textbook (required):



International Marketing 11e Cengage Publication, Marketing 10e

- Author(s) Michael R. Czinkota; Ilkka A. Ronkainen
- Publisher: Cengage Learning Copyright 2023
- Print ISBN 9780357445129, 0357445120 eText ISBN 9780357462911, 0357462912

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:

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 Management and Weekly Activities Outline:

Tentative Course Outline by weekly activities:

WEEK # OF SEMESTER	FLIPPED CLASS ACTIVITY/ STUDENT
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WEEK 1 (LECTURE, REV RET)	CHAPTER 1 *FLIPPED CLASSROOM
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WEEK 2 (LECTURE, REV RET)	CHAPTER 2 FLIPPED CLASSROOM
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WEEK 3 (LECTURE, REV RET)	CHAPTER 3 FLIPPED CLASSROOM
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WEEK 4 (LECTURE, REV RET)	CHAPTER 4 FLIPPED CLASSROOM
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WEEK 5 (LECTURE, REV RET)	CHAPTER 5 FLIPPED CLASSROOM
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WEEK 6 (LECTURE, REV RET)	CHAPTER 1-5 EXAM1 IN CLASS W/ PW
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Exact date of the exam will be published much in advance in the first week of class. This is a proctored password protected exam and it will be administered in class for one hour. Information to students will be delivered via Canvas course email system.

ONE WEEK AFTER EXAM 1, A FORMATED CASE RESPONSE OF AN APPLICATION USING REACTION, LEARNING, BEHAVIOR RESULTS, SUMMARY, (RLBRS-QA) CASE 1 IS DUE. SEE THE EXAMPLE PUBLISHED IN CANVAS.

WEEK 6 (LECTURE, REV, RET)	CHAPTER 6 FLIPPED CLASSROOM
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WEEK 7 (LECTURE, REV RET)	CHAPTER 7 FLIPPED CLASSROOM
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WEEK 8 (LECTURE, REV RET)	CHAPTER 8 FLIPPED CLASSROOM
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WEEK 9 (LECTURE, REV RET)	CHAPTER 9 FLIPPED CLASSROOM
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WEEK 10 (LECTURE, REV RET)	CHAPTER 6-10 EXAM2 IN CLASS W/ PW
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The exact date of the exam will be published in the first week of class. This is a proctored password protected exam and it will be administered in class for one hour. Information to students will be delivered via Canvas course email system.



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ONE WEEK AFTER EXAM 2, A FORMATED CASE RESPONSE OF AN APPLICATION USING REACTION, LEARNING, BEHAVIOR RESULTS, SUMMARY, (RLBRS-QA) CASE 2 IS DUE. SEE THE EXAMPLE PUBLISHED IN CANVAS.

WEEK 11(LECTURE, REV RET)	CHAPTER 11 FLIPPED CLASSROOM
WEEK 12 (LECTURE, REV RET)	CHAPTER 12 FLIPPED CLASSROOM
WEEK 13 (LECTURE, REV RET)	CHAPTER 13 FLIPPED CLASSROOM
WEEK 14 (LECTURE, REV RET)	CHAPTER 14 FLIPPED CLASSROOM
WEEK 15 (LECTURE, REV RET)	CHAPTER 15 FLIPPED CLASSROOM

The exact date of the exam will be published in the first week of class. This is a proctored password protected exam and it will be administered in class for one hour. Information to students will be delivered via Canvas course email system.

ON THE FINAL EXAMS WEEK, EXAM3 WILL BE ADMINISTERED IN CONFORMANCE TO THE UNIVERSITY'S PUBLISHED SCHEDULE OF FINAL EXAMS.

WEEK 16(LECTURE, REV RET) CHAPTER 9-11 EXAM 3 IN CLASS W/ PW

ONE WEEK BEFORE SCHEDULED EXAM 3, A FORMATED CASE RESPONSE OF AN APPLICATION USING REACTION, LEARNING, BEHAVIOR RESULTS, SUMMARY, (RLBRS-QA) CASE 3 IS DUE. SEE THE EXAMPLE PUBLISHED IN CANVAS.

***Flipped Classroom Modality: is a teaching and recitation modality of a face-to-face class with lecture by the instructor, but with intense student engagement because have done assignments with REV RET QUIZZES for class for the purpose of vigorously engaging in class activities with motivation.**

Teaching Methods:

- (a)** This class is **Face to Face**: (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.
- (b)** Online or Hybrid: (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.



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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].

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.

A STATEMENT ON STRICT ATTENDANCE POLICY FOR BETTER PERFORMANCE

- **In this class, students' attendance and regularity are warranted. There is a section on the syllabus where attendance grade is spelled out to be applied. Attendance will be taken in the class. The intention is to specifically achieve 100% of the mandatory class attendance every time the class meets. This is warranted due to the class being based on a Flipped Classroom Technique where students' recitation or engagement is required. A 10% attendance grade is spelled out clearly on the grade summary calculation.**

Code of Ethics

The **Students** of the Gladys A. Kelce College of Business 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 (e.g., faculty member or administrator).



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Students with Disabilities:

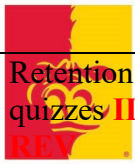
Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current syllabus supplement.

Final Grade Distributions:

Grading Scale: 90%-100% => A, 81%-89% => B, 71%-79% => C, 61%-69% => D, F<= 60%

Course Evaluation Methods

Candid Learning Experiences	Descriptions of Objective Learning	% age of course grade	Points Value of Assignment	Frequency of attainment
ATTENDANCE CONTROL AND CLASSROOM MANAGEMENT	In this class, students' punctual attendance and regularity are recorded and warranted.	10%	10 points	100%. Absences will be negatively reinforced for effective classroom management
Immersive Learning Chapter Review-quizzes ILC-RET	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.	10%	10Points	Do one Chapter per week by Sunday 11:59 pm —the computer will grade automatically by this time and post grades. Due Dates for a chapter RET quizzes are each Sunday at 11:59 pm
Immersive Learning Chapter	These are differently randomized	10%	10 Points	Do one Chapter per week by Sunday 11:59 pm—the computer



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<p>Retention quizzes ILC-REB</p>	<p>quizzes for scoring highest grades with unlimited attempts allowed to retain for next type of quizzes— retention quizzes.</p> <p>Selected ones from these quizzes will appear in the corresponding major exam.</p>			<p>will grade automatically at this time and post grades.</p> <p>Due Dates for a chapter REV quizzes are each Sunday at 11:59 pm</p>
<p>Pop Quiz Retention Surprise Test (PQRST)</p>	<p>You will be given three to five PQRST quizzes for fun</p>	<p>10%</p>	<p>10 Points</p>	<p>Do not miss 3-5 pop quizzes that will pop up uncontrolled or by surprise</p>
<p>Exam 1 chapters 1-4</p>	<p>Exam 1: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 50 minutes. Bring your laptops to these exams.</p>	<p>15%</p>	<p>15 Points</p>	<p>Take the exam 1 on the sixth week consisting of chapters 1-4 applying your intuitive familiarity for the exam as explained. Read exact date and time announced in Canvas class email. Due Dates for a chapter RET and REV quizzes are each Sunday at 11:59 pm</p>
<p>Exam2 chapters 5-8</p>	<p>Exam 2: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 50 minutes. Bring your laptops to these exams.</p>	<p>15%</p>	<p>15 Points</p>	<p>Take the exam II on the 11th week consisting of chapters 5-8 applying your intuitive familiarity for the exam as explained. Read exact date and time announced in Canvas class email.</p>
<p>Exam 3 chapters 9-12</p>	<p>Exam 3: These are proctored exams based on question</p>	<p>15%</p>	<p>15 Points</p>	<p>Take the exam III on the sixteenth week consisting of chapters 9-12 applying your intuitive familiarity for the exam as explained Read</p>



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	items from 1 & 2 above and must be brought to the class for 50 minutes. Bring your laptops to these exams.			exact date and time announced in Canvas class email.
Marketing Application Short Case (MASC) 1 — Chapter 4 CLO’s-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 5 for —application and integration	5%	5 Points	Take the Marketing Application Short Case (MASC) -1 that represents the precis of chapters 4 that applies your intuitive familiarity for an expert discussion—comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case (MASC) 2 — Chapter 8 CLO’s-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 10 for —application and integration	5%	5 Points	Take the Marketing Application Short Case (MASC) -1 that represents the precis of chapters that applies your intuitive familiarity for an expert discussion—comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case (MASC) 3 — Chapter 12 CLO’s-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 11 for —application and integration	5%	5 Points	Take the Marketing Application Short Case (MASC) -1 that represents the precis of chapters that applies your intuitive familiarity for an expert discussion—comprising of Reaction, Learning, Behavior and Result

- Described above are major assignments, projects, and testing; course grading procedures and policies -- More to be explicitly described in class with clarification.

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>



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Note:

The instructor reserves the right to amend exam dates as per chapter discussion and specific coverages covered in class. It is also intended to reorganize this syllabus at any time for the express benefit for class effectiveness.