



Course Syllabus

Instructor: Professor Alexis Cook Simms

Credit Hours: 3

Date/ Time: Thursday 6:30pm – 7:50 pm

Classroom: FRLD 380

Email: alexis.cook@unt.edu

Phone: 404-719-1778

Office Hours: By appointment only. Book via calendly <https://calendly.com/alexis-simms/new-meeting> Students can contact me via email at the address provided.

Course Description:

This course explores the challenges and strategies involved in marketing across international borders. You will examine key concepts such as cultural differences, global consumer behavior, market entry strategies, and international marketing mix decisions. Emphasis will be placed on understanding economic, political, and technological factors that influence global markets. Through case studies, projects, and discussions, you will develop practical skills in analyzing global opportunities, adapting strategies for diverse markets, and managing ethical and sustainability issues in global marketing. By the end of the course, you will gain a comprehensive understanding of how businesses operate and succeed in a globalized economy.

Learning Objectives

- Understand the scope, challenges, and contemporary issues in international marketing.
- Analyze cultural, social, economic, legal, and political factors that impact global marketing.
- Gain perspectives on assessing global market opportunities and threats.
- Discover and utilize sources of information for researching & evaluating international markets.
- Demonstrate an understanding of how to conduct research in foreign markets.
- Work effectively as a team member in analyzing global marketing issues & presenting opinions.

Text(s) and Materials

International Marketing by Terry Sullivan 1st Edition | Copyright 2025

International Marketing Simpternship

Link to join the course: <https://join.stukent.com/join/062-E7C>

Note: This textbook and the online learning portion is required. The class lectures and discussions will supplement your study of the textbook but will not cover everything in the textbook. Anything discussed in class and in the textbook is fair game for the exams (don't worry - I'll give you a study guide to help point out where to focus).

Required Technology:

MKTG 3651

- Canvas Learning Management System
- UNT Email



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- Microsoft Office 365: <https://outlook.office.com/> Google Docs: <https://docs.google.com/>
- Adobe Reader: <https://get.adobe.com/reader/> (Links to an external site.)
- Computer with an Internet connection

Course format

This course incorporates a diverse range of teaching methodologies to enhance your learning experience. Class sessions encompass lectures, where fundamental concepts and their practical applications are presented and discussed, which encourage your active participation and provide an opportunity to share your perspectives on global marketing operations. Active engagement and preparedness in class are highly encouraged, as they serve as indicators of your level of understanding and readiness to contribute to the discussions.

COURSE EXPECTATIONS AND CONTENT

Please note: Your grades are YOUR RESPONSIBILITY and under no circumstances are they negotiable. If you experience any issues or difficulties, please contact me as early as possible. Please do not wait until the end of the semester to assess your course performance.

Grade Appeal Policy: I will provide timely feedback and adopt a fair and equitable grading philosophy. Grades on exams and assignments are intended to reflect the overall quality of performance of the student(s). If a student thinks a grade on an exam or assignment does not reflect his or her quality of performance, the student must submit a clear written explanation of the specific reasoning within one week after the return of the assignment or exam. The written document need not be long but must identify the problem or issue of concern. Any grade appeals must be conducted in writing via email. I will carefully consider all such appeals.

Assignments

- Midterm Exam 500 pts (Oct 1)
- Final Exam 500 pts (Dec 10)
- International Simpternship pts 100 (Nov 19)
- Weekly Chapter Quizzes – Online 100 pts (1200 pts total)
- Attendance & Participation 100 pts
- Research 100 pts

Total 2000 pts

Grading Scale

- A – 2,250 and above (above 90%)
- B – 2,000—2,249.99 (80% - 89.9%)
- C – 1,750—1,999.99 (70% - 79.9%)
- D – 1,500—1,749.99 (60% - 69.9%)
- F - Below 1,499.99 (below 60%)

No grades will be given out via e-mail or left on voice recorders due to student confidentiality.

Please do not hesitate to contact me if you are having problems in this course. Do not wait until the “next exam” or the “end of the term” if you need help. I am willing to round your grade to



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the next

highest letter grade if you do not have missing assignments, have attended each class, and shared your ideas and thoughts during class discussions. If you do these things I am more likely to raise your grade to the next grade step.

Course Assessment

Exams (2 in total) Your exams will be multiple-choice. Exams are to be taken in class and no grades will be dropped. Exams are mandatory. No make-up exams, except for documented excused absences, will be allowed. Students have a week to discuss their grades on exams after grades have been posted on Canvas. The grades of each exam are final (not subject to any change) a week after being posted on Canvas.

Attendance and participation

Attendance and participation account for 300 points in the final grade, emphasizing the importance of your active involvement. Attendance is mandatory for this course, and it will be taken at the start of each class. Since we meet only once a week, it is crucial to attend every session. Absence documentation must be submitted within one week. Late arrivals after attendance has been taken will be marked as absent. Check your attendance record on Canvas weekly. Participation scores may include in-class contributions and online discussions on Canvas, with a rubric provided during class. While this course primarily follows a lecture format, meaningful discussions, and questions are encouraged to enhance the learning experience.

Research Participation (100 points). As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up **10%** of your final class grade.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the **CoB SONA** link provided above.

The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the 10% course requirement, you must earn a total of **10 REP credits** throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.



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- To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

Please Note:

1. Don't wait! Create your account ASAP! Get first access to available studies.
2. Assign your credits to the proper course. This course is: MKTG 4280.501
3. If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice).
4. If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique.

Class Behavior Expectations

Class behavior includes all interactions in the classroom, communication with the instructor outside of class, and online interactions through email, Canvas, or other electronic platforms. Respectful and civil communication is expected at all times. Violations of these expectations will be referred to the Office of Student Conduct and may include:

1. Intimidation or harassment.
2. Disrespectful or inappropriate responses to others' comments or opinions.
3. Biased or discriminatory behavior.
4. Threats or joking challenges of physical harm.
5. Use of obscene or profane language, in-person or electronically.
6. Excessive talking or disruption during class.
7. Arriving late or leaving early without permission.
8. Misuse of personal electronic devices (e.g., cell phones).
9. Refusing to follow faculty directions.

Note on use of technology:

The use of devices during class for personal use can be disruptive to the learning environment. Limit your use of texting and other forms of personal communication for when we have a break or before/after class. Because we do rely on technology to deliver and receive content, I will not hold against you any late or missing assignment that resulted from technology challenges outside of your control. If such challenges are occurring frequently, we will discuss alternatives for you.

Academic Dishonesty:

The University of North Texas and the Committee on Academic Misconduct expect that all students have read and understand the University's Code of Student Conduct and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The University of North Texas' Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but



are not

limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

Special Accommodations:

A student with a disability or those who need special accommodations should talk to me individually within the first two weeks of the class.

UNT policy: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials."

Emergency Evacuation Procedures for Business Leadership Building:

Severe Weather: In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire: In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one



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or more

members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

Course Contract

Agreement to the Terms of the Syllabus: This syllabus should be considered a “contract”, whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.

Schedule

Week	Part of Courseware	Chapter(s) Covered	Round(s) Covered	Key Topics & Focus (Drawn from Source Sections)
Aug 20	Part One: International Marketing Overview and Environment	Ch. 1: The Scope and Challenge of International Marketing		Introduction to the courseware and The Scope and Challenge of International Marketing (Section 1). Focus on How Companies Market and Enter Foreign Markets (Section 2) and Important Non-Marketing Considerations (Section 4).
Aug 27	Part One: International Marketing Overview and Environment	Ch. 2: How International Trade Works		Historical perspective on international trade (Section 1), Imports and Exports (Section 2), Benefits and Drawbacks of International Trade (Section 4), and analysis of Currency and Exchange Rates (Section 7) and Trade Risks (Section 8).
Sept 3	Part Two: Analyzing the Uncontrollable Environments: Cultural, Political, and Legal Factors	Ch. 3: Domestic vs. International Marketing		Focus on The Importance of a Global Perspective in Marketing (Section 1). Detailed study of the Similarities (Section 2) and Differences Between Domestic and International Marketing (Section 3).
Sept 10	Part Two: Analyzing the Uncontrollable Environments: Cultural, Political, and Legal Factors	Ch. 4: Impact of Culture and Social Dynamics		Introduction to Understanding Culture (Section 1) and its Impact on Consumer Behavior (Section 2). Discussion on how cultural and social factors affect marketing strategy (Sections 3 & 5).



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Sept 17	Part Two: Analyzing the Uncontrollable Environments: Cultural, Political, and Legal Factors	Ch. 5: Why the Global Political Environment Matters		Understanding the Global Political Environment (Section 2) and strategies for Navigating the Global Political Environment (Section 3). Emphasis on Adapting to the Global Political Environment (Section 4).
Sept 24	Part Two: Analyzing the Uncontrollable Environments: Cultural, Political, and Legal Factors	Ch. 6: Impact of Legal Environments on Global Markets Midterm Exam Preparation / Review	Round 1: PESTEL Analysis	Review of the Building Blocks of Legal Environments in Global Markets (Section 2) and analyzing the Impact of Legal Environments on Marketing (7 P's) within that context (Section 3). Comprehensive review of Part One and Part Two (Chapters 1-6). Introduction of the International Marketing Plan project (Ch.12).
Oct 1		Mid-term Exam <i>Simpternship Opens</i>		
Oct 8	Part Three: Market Entry Strategy and Research	Ch. 7: Market Entry and Market Research	Round 2: Country & Market Segmentation	Focus on Top Considerations for Market Entry/Expansion (Section 1), methods for Market ResearCh.(Section 2), and differentiating between Developed, Developing, and Emerging Markets (Section 3).
Oct 15	Part Four: Designing and Managing the International Marketing Mix (4 P's)	Ch. 8: Know Your International Target Audiences	Round 3: Market Entry Strategy	Defining the Audience (Section 2). Focus on recognizing Cultural Nuances and Sensitivities (Section 4) and understanding Sales Cycles (Section 5) when targeting consumers and businesses.
Oct 22	Part Four: Designing and Managing the International Marketing Mix (4 P's)	Ch. 9: Product, Price, and Place	Round 4: Product Adaptation and Positioning Round 5: Distribution & Pricing	Detailed study of Product strategy for market entry (Section 1), specifically Standardization, Adaptation, and Customization (Section 2). Analysis of Price (Section 3) and Place/Distribution (Section 4).
Oct 29	Part Four: Designing and	Ch. 10: Integrated	Round 6: Advertising	The impact of Communications on Global Marketing (Section 1).



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	Managing the International Marketing Mix (4 P's)	Marketing Communications (IMC) and Advertising	Channels & Promotions	Focus on Promotion and IMC (Section 2) and Advertising in the Global Marketplace (Section 3). Discussion of how communications influences Physical Evidence and Brand Experience (Section 4).
Nov 5	Part Five: Organizational Management and Strategic Planning	Ch. 11: People, Process, and Physical Evidence	Round 7: Increased Product Costs	Introduction to working with internal and external stakeholders (Section 1). Focus on Cultural Awareness and Sensitivity (Section 2), Cross-Functional Collaboration (Section 7), and Crisis Management and Risk Mitigation (Section 8).
Nov 12	Part Five: Organizational Management and Strategic Planning (Project Development)	Ch. 12: Developing an International Marketing Plan (Project Work)	Round 8: Strategy Optimization	Focus on plan initiation: Marketing Research and Analysis (Section 2), Regulatory and Legal Environment (Section 3), and Political and Economic Environment (Section 4).
Nov 19	Present International Marketing Plan	Ch. 12: Developing an International Marketing Plan (Project Work) Simpternship due Final Exam Prep		Group Presentations and submission of the International Marketing Plan.
Nov 26	No School	Thanksgiving Break		
Dec 3	No School	Reading Period		
Dec 10	Final Assessment	Final Exam		Comprehensive final assessment

The course calendar and weekly module assignments for the semester are subject to change at my discretion. It is the student's responsibility to be aware of announced changes to this schedule.