

SYLLABUS MKTG 4280-001
Global Marketing Issues and Practice
TuTh 0500 PM - 0620 PM
BLB 005

Professor: Dr. Chanchal B Tamrakar (CBT)
Office Location: BLB 358B
Office Hours: Tu 3 pm to 5 pm
Th 3 pm to 5 pm
Available other times to meet by appointment.
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Please do not use CANVAS to contact. If you do not receive a response by the end of the next day, please send a follow-up email.
Please use MKTG 4280 to start your subject line

Text and Material

Required – None

Recommended - Green M. C. & Keegan W. J. (2020). Global marketing (Tenth edition. Global). Pearson Education Limited. Book Only - ISBN-13: 9780134900216

Course Description

This course provides the students with an overview of issues that impact businesses from an international marketing context. Students will get a comprehensive understanding of the challenges and issues that affect international marketing strategy. Students will explore the role of the global marketing environment on a firm's mission, vision, and competitive strategy. Environmental forces affecting international marketing decisions, the selection of international target markets, and the design and development of international marketing plans will be examined and analyzed. Upon completion, a successful student should be able to:

- 1) Understand the scope and challenges of international marketing
- 2) understand the contemporary issues in global marketing and the challenges faced by a marketing manager
- 3) explain and analyze the cultural and social factors that affect global marketing;
- 4) explain and analyze the economic, legal, and political factors that affect marketing across countries;
- 5) demonstrate an understanding of how to conduct research in foreign markets
- 6) Gain perspectives to assess global market opportunities and threats
- 7) discuss the 4 Ps of marketing in terms of global marketing;
- 8) explain the link between marketing and global strategy
- 9) Discover sources of information for researching and evaluating international markets
- 10) Work effectively as a team member in analyzing global marketing issues

Grading

Grading Scale

Your Score (%)	Grade	Your Score(%)	Grade	Your Score(%)	Grade
90-100	A	70-80	C	0-50	F
80-90	B	60-70	D		

Grading Breakdown

Class Participation/Etiquette	5%
Quizzes	10%
Team Project + TP Quiz	16% + 4%
Research Participation	10%
Team Project Presentation	5%
Exam 1	50%
Exam 2	
Exam 3	
Optional Final Exam (cumulative)	
Total	100%

Class participation/Etiquette (5% of total grade)

Attendance in the class is mandatory and I will take attendance in each class. Since we only have 1 class a week, please make every effort to attend every class. Any documents for absences must be submitted **within one week**. If you are late when I take attendance at the beginning of the class, you are absent. Please be sure to check your attendance on Canvas every week. Participation scores may also include discussion participation on Canvas. A rubric for discussion postings will be provided in class.

Although this class will be primarily of a lecture format, quality discussion and questions will create a better learning environment for all.

For purposes of this class, “class behavior” includes interactions in the physical classroom, interactions with the instructor outside the classroom as well as online interactions with the instructor or other students via email, Canvas, or any other form of electronic communication. While classroom discussion and opinions should be freely voiced, there are expectations of civility which, if not met, will be referred to the Office of Student Conduct as a violation of the student conduct code. Unacceptable behaviors from students include:

- intimidation or harassing behavior
- inappropriate, disrespectful, or uncivil responses to the comments or opinions of others in the classroom or transmitted electronically
- biased-based behaviors (comments or harassment)
- threats/challenges to do physical harm (even when stated in a joking manner)
- use of obscene or profane language in the classroom or transmitted electronically
- excessive talking
- late arrival to, or early departure from, class without permission
- use of personal electronic devices such as cell phones or other electronic devices.
- refusal to comply with faculty direction

You will be notified by Eagle Alert if there is a campus closing that will impact a class and the class calendar is subject to change. Please use the following link to learn more about [Emergency Notifications and Procedures Policy](https://policy.unt.edu/policy/06-049) (<https://policy.unt.edu/policy/06-049>).

Quizzes (10% of total grade)

Quizzes will be given to keep you up to date with the Course. Quizzes will help me assess your knowledge and understanding of topics discussed in class. Quizzes may take the form of surprise

quizzes in class or (timed) quizzes on Canvas.

Team Project + Team Project Quiz (20% of total grade)

A team of 4 or 5 students each will be formed for the team project after the add-drop period is over. The selection of the students for the team project will be random and done in class. You will work together with your team to complete your team project. You will also complete a team charter form where you will discuss the specifics of team expectations while working on the team project. Team project completion is the responsibility of each of the team members. The entire team will get the same grade regardless of the work each member has put in. Therefore, it is the responsibility of each member to make sure that everyone is putting in the desired effort. A team can fire any member at any time during the semester. All remaining team members should agree and meet with the professor and the fired member before the final decision is made.

A team project quiz for each team will be conducted in class. This is to make sure that each team member has contributed and has read and understood the team project submission made in its entirety. This quiz will be worth 4% of the total grade.

Team Presentations (5% of total grade)

Each team will present at least once in class. The team project presentations will be a group presentation of around 15-20 minutes each. Although the entire team has to present, grading for the presentation will be individual. This means that the performance of one member will not impact the performance of another team member. Each member of the team will have to present to receive presentation grades. The presentation is also an opportunity to solicit feedback on some aspects of the team project. You must wear business casual for the presentation.

Exams (50% of total grade)

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.

Research Participation (10% of total grade)

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 (Behavioral Lab - BLB 279)

- <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.

- ➔ 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: _____.
- 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). You have up to December 8th to adjust these credits!
- 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. Critiques are due on or before Nov. 28th.

Important Deadlines!

November 28th, 5:00 PM – Last day to participate in SONA for Fall semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On December 5th, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](#) to learn more.

Due Dates

All due dates are listed in the Schedule of Topics. If there are any changes in the due dates, this will be posted on Canvas. All assignments/exams will be locked by 11:59 p.m. (EST) on the last day of that module. I will not reopen a quiz/exam once it has been locked; do not wait till the last day to take the exam. Any problems (*technological or otherwise*) on the last exam day will not be accepted as an excuse to reopen the quiz/exam.

Course Technology & Skills

This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System. Students need a reliable computer, tablet, or phone, with reliable computers and tablets almost certainly ensured to prove more valuable to students than their phones. Students, finally, will need reliable speakers to listen to video components.

- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- Canvas Technical Requirements (<https://clear.unt.edu/supported-technologies/canvas/requirements>)

Computer Skills & Digital Literacy

Students should know how to: use CANVAS, use email, and download/install software

Technical Assistance

Part of working in part inside an online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT, we have a Student Help Desk that students can contact for help with managing Canvas and other relevant technology issues.

UIT Help Desk: [UIT Student Help Desk site](#)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In-Person: Sage Hall, Room 130

Walk-In Availability: 8 am-9 pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8 am-midnight
- Friday: 8 am-8 pm
- Saturday: 9 am-5 pm

Laptop Checkout: 8 am-7 pm

For additional support, visit [Canvas Technical Help](#)

Academic Honesty and Honor Code

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Policy

The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide

you with a reasonable accommodation letter to be delivered to the 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 before 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 Access website at <https://studentaffairs.unt.edu/office-disability-access>. You may also contact ODA by phone at (940) 565-4323.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

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 Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records about this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Coursework completed via the Canvas system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their records; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mails to [Eagle Connect](#).

Student Evaluation Administration Dates

Student feedback is an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. Students will receive an email from

"UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](#) or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination based on sex and therefore prohibit sexual misconduct. If students or someone they know are experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off-campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or (940) 565 2759.

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](#)
- [Counseling and Testing Services](#)
- [UNT Care Team](#)
- [UNT Psychiatric Services](#)
- [Individual Counseling](#)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that differs from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- UNT Records
- UNT ID Card
- UNT Email Address
- Legal Name

UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Additional Student Support Services

- [Registrar](#)
- [Financial Aid](#)
- [Student Legal Services](#)

- [Career Center](#)
- [Multicultural Center](#)
- [Counseling and Testing Services](#)
- [Pride Alliance](#)
- [UNT Food Pantry](#)

Academic Support Services

- [Academic Resource Center](#)
- [Academic Success Center](#)
- [UNT Libraries](#)
- [Writing Lab](#)
- [MathLab](#)

Copyright

I hold the copyright for the lectures and course materials, 2) this copyright encompasses student notes or summaries that exactly reproduce the lectures or materials, 3) these materials are made available to students for their personal use only, and 4) students may not distribute or reproduce the materials for commercial purposes without my express written consent. Violation of copyright will result in course sanctions and violate the Code of Academic Integrity.

Date	Tentative Activities	Team Project/Assignments
19-Aug	Class Introduction	
21-Aug	Overview of Marketing	
26-Aug	Overview of Marketing/Introduction to Global Marketing	
28-Aug	Introduction to Global Marketing	
2-Sep	International Trade/Global Economic Environment	
4-Sep	International Trade/Global Economic Environment	
9-Sep	Global Political, Legal, Regulatory Environment	
11-Sep	Global Political, Legal, Regulatory Environment	
16-Sep	Global Social and Cultural Environment	
18-Sep	Global Social and Cultural Environment	(TP1 Document Due 20 th Sept 1159PM)
23-Sep	Team Project Presentation (Part 1)	
25-Sep	Exam 1	
30-Sep	International Marketing Research	TP1 Quiz
2-Oct	International Marketing Research	
7-Oct	Segmenting, Targeting, and Positioning	
9-Oct	Segmenting, Targeting, and Positioning	(TP2 Document Due 11 th Oct 1159PM)
14-Oct	Team Project Presentation (Part 2)	
16-Oct	Global Entry Strategies	TP2 Quiz
21-Oct	Product and Brand Strategies	
23-Oct	Product and Brand Strategies	
28-Oct	Exam 2	
30-Oct	Pricing Strategies	
4-Nov	Pricing Strategies/Marketing Channel	
6-Nov	Marketing Channel	(TP3 Document Due 8 th Nov 1159PM)
11-Nov	Team Project Presentation (Part 3)	
13-Nov	Global IMC Strategies	TP3 Quiz
18-Nov	Global IMC Strategies	
20-Nov	Team Project Work Session	
25-Nov	Thanksgiving Break	(TP4 Document Due 29 th Nov 1159PM)
27-Nov		
2-Dec	Team Project Presentation (Part 4)	
4-Dec	Exam 3	
9-Dec	Exam 4 (optional & Cumulative)	