

SYLLABUS MKTG 4280-001
Global Marketing Issues and Practice
WED 2:00 PM – 4:50 PM
BLB 155

Professor: Dr. Chanchal B Tamrakar (CBT)
Office Location: BLB 358B
Office Hours: Wed 11 am to 2 pm
Th 1 pm to 3 pm
Available at other times to meet by appointment.
Office Phone: (940) 369-8908
Email: chanchal.tamrakar@unt.edu (preferred method of contact)
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 + Presentation	25% + 5%
Exam 1	55%
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 (25% of total grade)

A team of around 6 students 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. The Team Project document submission will be worth 25% point.

All students will complete a confidential peer evaluation at the end of the semester; individual project grades will be adjusted downward based on peer-reported contribution and participation.

Team Presentations (5% of total grade)

Each team will do a presentation at least once in class. The team project presentations will be a group presentation of around 15-20 minutes each. Although the entire team must 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 be present to receive presentation grades. The presentation is also an opportunity to solicit feedback on some aspects of the team project. You must wear casual business clothes for the presentation.

Exams (55% 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.

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 violation of the Code of Academic Integrity.

TENTATIVE SCHEDULE

Date	Activities	Team Project due
14-Jan	Class Introduction / Overview of Marketing	
21-Jan	Introduction to Global Marketing	Team Formation
28-Jan	Global Economic/Trade Environment	
4-Feb	Global Political, Legal, and Regulatory Environment	
11-Feb	Global Social and Cultural Environment	TP1 Feb 15 th
18-Feb	Exam 1 (non-cumulative) / <u>TP1 Presentation</u>	
25-Feb	International Market Research	
4-Mar	Segmenting, Targeting, and Positioning	
11-Mar	Spring Break	TP2 Mar 15 th
18-Mar	Global Entry Strategies / <u>TP2 Presentation</u>	
25-Mar	Product and Brand Strategies	
1-Apr	Exam 2 (non-cumulative) / Marketing Channel Strategies	TP3 April 5 th
8-Apr	Marketing Channel Strategies / <u>TP3 Presentation</u>	
15-Apr	Pricing Strategies	
22-Apr	Global IMC Strategies	
29-Apr	Exam 3 / <u>TP4 Presentation</u>	TP4 May 3 rd
6 - May	Option 4th Exam (Cumulative) Starts 12:30 PM	