



2026 Fall
Global Marketing
MKTG 4280.002 (1082)

Mon, Wed 9:35 AM – 10:55 AM / BLB 180

Syllabus Version 0.9 (08-11-2026) — The most updated syllabus is accessible through Canvas.

Important Notice:

The instructor reserves the right to modify any aspect of the course, including the syllabus, schedule, and evaluation criteria, at their sole discretion. Enrolling in this course constitutes your understanding and acceptance of the policies listed in this document.

Course Description

Welcome to the dynamic world of **Global Marketing**! This course will explore the ever-evolving landscape of international markets and the strategies businesses use to navigate them. As we journey through various cultures, economic systems, and legal environments, you'll gain invaluable insights into how global companies operate and thrive. This course isn't just about learning theories — it is about understanding real-world applications and preparing you to think globally in your marketing career. Get ready to dive into a course that is both challenging and rewarding!

Course Prerequisites or Other Restrictions

MKTG 3650 is a prerequisite for this course.

Instructor Contact

Name: Dr. Jhinuk Chowdhury
Pronouns: he/him/his

Office Location: BLB 358-L

Office Hours: Available via Zoom or in person by appointment.

If you prefer a Zoom meeting, please send me a message in *Canvas Inbox* to schedule it. I will then reply with the Zoom link.

Office Phone: 940.565.2135

Email: **Please contact me only via Canvas Inbox.** If you must email me using my *unt.edu* account, *please see the next section for instructions.*

Communication Expectations

I will primarily communicate with you via **announcements** on Canvas.

Please ensure that you have set up Canvas to automatically email/notify you (at your most frequently used email address) whenever I post an announcement. If you need help with this, please read the document "[How do I set my Canvas notification preferences as a student?](https://j.mp/3iEkFt6)" (<https://j.mp/3iEkFt6>)

Did you know you can also receive Canvas notifications via text message (SMS)? Please follow [these directions](https://j.mp/3iExhjV) to set that up (<https://j.mp/3iExhjV>).

The preceding paragraph contains critical advice. 

It would be best to seek answers to the most general questions through the *General Q&A Forum* in the *Discussions* section of Canvas. Either my TA or I will answer it, or one of your classmates will. That way, we can all benefit from the questions asked, and the answers will be available for the whole class to see.

If you have a private question, please contact me via *Canvas Inbox*, and I will endeavor to respond as soon as possible, within 48 hours on weekdays.

While my *preferred method of contact is via Canvas Inbox*, if you need to email me directly for any reason (for instance, if Canvas is unavailable), you can reach me at my UNT email address: jhinuk.chowdhury@unt.edu. If you must email me, please ensure you begin the subject line with "[MKTG 4280]" — including the square brackets. That will ensure the message reaches a designated folder in my Inbox without getting lost in the deluge. Here is an example of a subject line of an email message:

"[MKTG 4280] – May I schedule a time to chat with you over Zoom, please?"

Course Objectives

By the end of the course, you will know how to:

- Apply fundamental concepts and theories to current global marketing issues
- Identify the significant emerging markets around the world
- Describe the impact of cultural factors on international marketing
- Have an increased awareness of the effects of legal and political forces on global marketing
- Analyze a specific emerging market, examine its attributes, and apply them in a practical setting

Course Structure

This course will include face-to-face and online classes (via Zoom). Up to 49% of instruction could be delivered online. If I schedule Zoom meetings, I will make an announcement the night before the class meeting. Most Zoom meetings will be recorded and made available for viewing later.

I will open the Canvas modules sequentially, one at a time.

Course Materials

This course offers a unique approach by not requiring a traditional paper-based textbook. Instead, students are encouraged to subscribe to the "virtual book" (also known as an *online course*) available on the [World Class Courses](https://worldclasscourses.org/) website (<https://worldclasscourses.org/>). The relevant course on that website is [Global Marketing](https://worldclasscourses.org/courses-archive-2/global-marketing/) (<https://worldclasscourses.org/courses-archive-2/global-marketing/>).

The retail price for this online course is \$239.00; however, a special discount code will be provided in class to reduce the cost significantly. Please note that ***the code will only be valid until 11:59 PM on Friday, August 28, 2026***. Please subscribe to this online course *only if you are sure you will continue with your enrollment*. Given that it is an e-commerce purchase of a digital product, *all sales are final and non-refundable*.

Disclaimer: I — your instructor — am the author of this digital resource. I have utilized this course to instruct students at educational institutions in the US and abroad. While subscription is not mandatory, it is highly recommended because it provides valuable insights and materials that closely align with the course curriculum.

Course Technology & Skills

The minimum technology requirements for this course are:

- Computer
- Reliable internet access
- Speakers

- Microphone
- Webcam
- Plug-ins
- Microsoft Office Suite
- Proficiency in the Canvas LMS
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Technical Assistance

Online work involves dealing with the inconveniences and frustrations that arise when technology breaks down or performs unexpectedly. For Canvas issues or other technical problems, contact the Student Help Desk.

UNT Help Desk: UNT IT Help Desk site (<https://it.unt.edu/helpdesk/>)

Email: ithelp@unt.edu

Phone: 940-565-2324

In-Person: Sage Hall, Room 330

Walk-In Availability: 8 AM-5 PM

Support Hours:

- Monday-Thursday: 8 AM – 9 PM
- Friday: 8 AM – 5 PM
- Saturday – Sunday: 11 AM – 3 PM

For additional assistance with Canvas, you may visit Canvas Technical Help (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Teaching Philosophy

My teaching philosophy involves providing students with resources that inspire and encourage them to continue learning independently in the future. I work hard to promote student self-motivation by allowing them to explore areas of interest within the curriculum.

Instructor Responsibilities and Feedback

My responsibilities as an instructor include the following:

- helping you grow and learn
- providing clear instructions for projects and assessments
- answering questions about assigned materials
- identifying additional resources as necessary
- providing grading rubrics
- reviewing and updating course content

Rules of Engagement

Rules of engagement are guidelines for how students are expected to interact with one another and their instructors. Here are some general guidelines:

- The freedom to express yourself is a fundamental human right. However, any communication utilizing abusive and derogatory language based on 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 will not be tolerated.
- Treat your instructor and classmates with respect in all communication, even when their opinions differ.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Please use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals' experiences.
- Use your critical thinking skills to challenge others' ideas rather than attacking individuals.
- Avoid using all caps while communicating digitally. Most people interpret that as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts, as tone can be challenging to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Remember that online posts can be permanent, so think before typing.

Course Grading

Your overall semester grade will include evaluations of your performance in the following three areas:

- **Exams** (delivered through Canvas/Respondus LockDown browser) — 75% of the overall grade
- **Assignments** (short quizzes, essays, and discussions) — 25% of the overall grade

The final course grade computation incorporates the following formula:

$$\text{OVERALL} = [\text{EXAMS} * 0.75] + [\text{ASSIGN} * 0.25]$$

Legend:

EXAMS refer to the average score on all exams, each scaled to 100 points.

ASSIGN refers to the cumulative score obtained on all assignments, scaled to 100 points.

Letter Grades

The LETTER GRADE assignment, based on the *OVERALL* score, will be as per the following scheme:

90% and above	A
80% - 89.99%	B
70% - 79.99%	C
60% - 69.99%	D
Less than 60%	F

*Scaled points will **NOT be rounded up***; grades will be determined precisely by the ranges shown above.

If you withdraw from the class, *you* must remove your name from the class rolls. If you do NOT do so, you will receive a failing grade (F) for this course at the end of the semester.

Course Policies

Classroom Behavior

Each course participant is responsible for classroom behavior conducive to the teaching-learning process. Each course participant should be fully aware of the policies and guidelines on academic honesty and classroom behavior as stated in the University of North Texas Student Guidebook and on UNT's website.

The Code of Student Conduct (<https://policy.unt.edu/policy/07-012>) and an abbreviated list of other rules, regulations, and policies are available from the Office of the Dean of Students. Anyone compromising the integrity of the learning process will receive a failing grade in this course and be referred to the Dean of Student Affairs for disciplinary action.

Cellular telephones, laptop computers, and other devices: You cannot have a device that makes any sound or noise audible to others in the classroom. If you have a particular need, you must obtain the instructor's express written consent to use such a device in class. If it is considered a nuisance, the instructor reserves the right to remove you from the classroom.

During class sessions, refrain from activities such as browsing websites, reading personal email, using your phone to send/receive text messages, sleeping, or reading material unrelated to the class. Such practices disrupt the instructor's and other students' concentration, detracting from a proper learning environment. Please be considerate of others by refraining from excessive talking when the instructor is speaking. Even a small amount of unnecessary conversation can inhibit other students' hearing and participation and be detrimental to the learning environment. I will expect you to pay close attention to the class proceedings.

Attendance Policy

Please follow the course proceedings published in the Modules section on Canvas. Your presence in live meetings (in-class and via Zoom) and your continued participation in class discussions, in-class quizzes (which will be graded), and exams will constitute attendance.

Attendance is necessary. Lectures, videos, and class discussions will contain vital information needed to do well on the exams. Tardiness: If you arrive late, please enter quietly and take a seat. Do not walk in front of speakers or disrupt the class in any other way. You must reach the classroom before the instructor or teaching assistant collects attendance to receive attendance credit for that day. No exceptions! If you need to leave early, please inform your instructor in advance. Visit the [University of North Texas's Attendance Policy](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>) to learn more.

In this course, attendance is important!.

Years of grade data from my classes show that performance *strongly* correlates with attendance. However, I will not deduct points for absences. Instead, I use an incentive scheme for class attendance (which could contribute up to 2% of the total points at the end of the semester) as follows.

- o For each scheduled class meeting you attend (in person or live on Zoom), you earn **attendance points**.
- o At the end of the semester, if you have attended at least **60%** of class meetings, you will receive a **bonus added to your final course average** (out of 100):
 - **100% attendance:** approximately **+2 points**
 - **Between 60% and 100% attendance:** a **prorated bonus**
 - Example: 80% attendance → about **+1.6 points**
 - **Below 60% attendance:** no attendance bonus

This bonus is my way of recognizing the time and effort you invest by consistently showing up.

Zoom Webcam Encouragement

During live Zoom sessions, I encourage you to turn on your webcam when you are comfortable. Seeing faces helps build a sense of community and makes discussion easier.

- If you attend a Zoom session **with your webcam on for most of the class**, you will receive a **slightly higher attendance weight** for that day (for example, **1.25 points instead of 1**). Over the semester, this can result in a **slight increase** in your total engagement bonus (e.g., from ~2.0 points to around 2.1–2.2 for perfect attendance).
- If you are **not able or comfortable** turning your camera on (for reasons such as bandwidth, privacy, disability, caregiving responsibilities, or other significant circumstances), you can still earn full attendance credit — and, where appropriate, the higher engagement weight — by **actively participating through audio and/or chat**, or by contacting me so we can agree on an alternative way to demonstrate engagement.

Notes:

- This bonus is **purely additive**. Keeping your camera off does **not** deduct points; it simply reduces or eliminates the bonus.
- The webcam-related bump is intentionally small. It is a nudge to encourage a more connected Zoom experience, not a requirement.
- In rare cases where consistent attendance or camera use is not possible for documented reasons, **equivalent alternative engagement activities** may be arranged with the instructor.

Class Materials for Remote Instruction

You should read this valuable information on [how to succeed in a remote learning environment](https://online.unt.edu/learn) as soon as possible (<https://online.unt.edu/learn>).

Class Participation

I encourage you to participate enthusiastically in the *Discussions* section of Canvas. The peers you meet in class are a subset of students with similar ideas and interests. There is much to be learned from each other's perspectives, and you should not waste that opportunity.

Late Work

UNT instructors have the prerogative to accept or not accept late work. Please see the **policy for late submissions** under the *Examination Policy* and the *Assignment Policy* sections below.

Examination Policy

Exams will cover the recorded class lectures, lessons, handouts, readings, class exercises, videos, discussions, and guest lectures (if any) that we have covered in the course up to the day of the exam.

I will deliver the exams via *Canvas* and *LockDown Browser*. [At this time, I do not intend to use the *LockDown Monitor* (webcam). However, departmental stipulations might require me to revise this policy. I will let you know if this changes.]

You will be required to take the exams in the classroom on laptops (Windows OS) provided by the Ryan College of Business and NOT on your personal computer.

If you cannot take the test in the classroom for any reason (including illness and isolation) and have been approved by the instructor to take it online, you will have a different set of test parameters than the ones administered in class. Those parameters include a *reduced time limit* and *no backtracking opportunities* in tests with multiple-choice questions. You may be given a different test than the one administered in class. Additionally, you will be required to take the test during a time slot different from the one scheduled for the students in the classroom.

Missed Exams:

You cannot miss a test due to travel, social commitments, or pre-planned vacations. Your enrollment in this course implies your consent to adhere firmly to the course's requirements, including the testing schedule.

The consequence of a missed test is a score of zero for that exam.

You can make up a missed exam provided you have a documented [university-excused absence](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). If you know you will miss an exam in advance, you **MUST** contact your instructor *before* the scheduled exam. A student can take a make-up exam in extremely rare cases. The administration of such make-up exams is solely at the instructor's discretion. Make-up exams may not contain the same questions as the regular exam; they may have a completely different format. Your instructor will schedule a make-up exam within three days of the original exam date. No more than one alternative timeslot will be offered (depending on what is convenient for the instructor and the teaching assistant). There will be no opportunity to backtrack on exams containing multiple-choice questions. The total time available will be reduced, and a LockDown Monitor requirement (webcam proctoring) may be enforced.

If the student fails to take the exam within the alternative time slot offered, no additional opportunities will be provided. Finally, without a documented university-excused absence or a waiver from the Office of the Dean of Students, a minimum 15% deduction will be applied for taking an exam late.

Assignment Policy

Assignments may include quizzes, short essays, and discussion items that will be distributed throughout the semester. Please endeavor to complete and submit each task well in advance of the deadline.

Please note:

- Under no circumstances will an assignment be considered for a grade if you do not submit it through Canvas (or whatever medium I designate in the detailed description of the assignment). ***Attempted submissions via email, an attachment to an email message, a Canvas Inbox message, or a hard copy will NOT be entertained.***
- Some (but not all) assignments may be open for submission after the original deadline. However, for submissions after the expiration of the deadline (where it is allowed), Canvas will automatically deduct 10% of the grade for each day you are late. This policy is immutable. **All assignments will close at 11:59 PM, November 30, 2026.** There will be no opportunities for late submission after that deadline.
- Please be advised that all written (essay-format) submissions will be scanned by (or will need to be submitted via) *TurnItIn* or other plagiarism detection utilities.

The University is committed to providing all users with a reliable online course system. However, the instructor will extend the time windows if an unexpected server outage or other technical difficulties prevent students from completing a time-sensitive assessment. Additionally, an appropriate accommodation will be provided based on the situation. Students should immediately report any problems to the instructor and contact the *UNT Student Help Desk* at helpdesk@unt.edu or 940.565.2324. ***Please remember to obtain a ticket number.***

Extra Help

PLEASE DO NOT WAIT UNTIL THE LAST MINUTE — contact me as soon as possible if you need help with this class. If you did not do as well as expected *in your first exam*, please discuss this with me ASAP. Turning your performance around as the semester progresses will become increasingly difficult and likely impossible after the semester's midpoint.

Extra Credit

There is none.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system used by UNT. It allows students to provide confidential, constructive feedback to their instructors and departments, helping improve the quality of their course experiences.

Syllabus Change Policy

While I strongly desire to adhere to the syllabus, exigent circumstances may necessitate changes to its content and timelines. In such cases, I reserve the right to make any changes I deem fit.

Whenever I make a change, I will notify you via announcements on Canvas.

ADA Policy

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Students seeking accommodation must register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to the faculty, initiating a private discussion regarding the student's specific course needs. If you have an established disability as defined in the Act and would like to request an accommodation, please see me *as soon as possible*. Please note that university policy requires students to notify their instructor within the first week of class if an accommodation is needed.

Please do not hesitate to contact me now or in the future if you have a question or if I can be of assistance. For additional information, see the ODA website (<https://disability.unt.edu/>).

Academic Integrity Policy

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to professional and legal standards. Academic dishonesty destroys trust, damages the degree's reputation and value, and is unacceptable.

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 academic penalties or sanctions ranging from a warning to expulsion from the University.

Specific examples of academic integrity violations include cheating, plagiarism, and providing inappropriate assistance on examinations, homework, research papers, and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is failing to properly attribute sources. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source prepared or previously submitted by others at UNT or other institutions or downloaded from the Internet is plagiarism. Unless directed otherwise in an assignment, large-scale “cutting and pasting” from other sources, even if adequately footnoted, is also considered plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, discussing the exam with other individuals, exchanging information about an exam when one has taken it and the other has not, or copying or using material from another individual's exam constitutes academic dishonesty. It will result in an academic referral or penalty. The use of online assistance, group chats, cell phones, smartwatches, and similar tools during exams is strictly prohibited for any reason, unless expressly permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. Students are responsible for responding to an instructor's or other University official's report of academic dishonesty. If a student fails to respond after a proper attempt to notify them, the University may take appropriate academic action in the student's absence.

Syllabus Change Policy

While I strongly desire to adhere to the published syllabus, changes to the contents and timelines may be necessary due to exigent circumstances. In such cases, I reserve the right to make any change I deem fit. Whenever I make a change, I will notify you via announcements on Canvas.

UNT Policies

The university requires me to pass along to you a litany of contractual information, some of which you may find important, some of which you may not. I have placed this information on a [Google Doc](https://bit.ly/3WGLLni) (<https://bit.ly/3WGLLni>). I suggest you refer to it as necessary.

Finally . . .

I work hard to make this course both interesting and valuable. I understand students face many different pressures, so I aim to keep the course straightforward, easy to follow, clear, and enjoyable. If you have any constructive suggestions about the course or my teaching style, please feel free to share them with me, either in person or anonymously. Your feedback is always appreciated.

~ Welcome to Global Marketing ~