

2019 Fall Marketing Foundations — MKTG 4280.002

Syllabus version: 0.9 (Pre-release)

The most current version of the syllabus will be on Canvas.

Important Notice:

The instructor reserves the right to change any aspect of the course, syllabus, schedule, and evaluation criteria, as and when needed, at his sole discretion. Your enrollment in this course constitutes understanding and acceptance of this and all other policies listed in this document.

Instructor

Dr. Jhinuk Chowdhury
Faculty, Department of Marketing, Logistics & Operations Management
Office phone: 940.565.2135
Office room: BLB 358-L

The best way of contacting me to send a message through *Canvas Inbox*.

If that is not an option, email me at jhinuk.chowdhury@unt.edu. However, please begin the subject line with [MKTG 4280] – including the square brackets.

Office hours:

Tue, Thu – 2:00 PM -2:50 PM
Fri – 12:00 noon - 12:50 PM

Teaching Assistant

Ms. Nikhitanjali Dodla

Course Websites:

- Canvas (by Instructure) - <https://canvas.unt.edu>
- LinkedIn Learning - <https://it.unt.edu/linkedinlearning>
- TED Talks - <https://ted.com>
- YouTube at <https://youtube.com>

Course Description:

The first half of the 21st-century, the entire world will experience significant shifts in the manufacturing, distribution, and consumption of products and services. As transitional and emerging economies mature, foreign entry, local marketing, and global management become compelling issues in the design and implementation of marketing strategies. This course emphasizes the rapidly changing nature of global markets and the implications for the desirability and potential profitability of these markets.

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

Textbook

No paper-based textbook is required for this class. However, there will be several web-based resources (most of which are free, but a few which charge a nominal amount) related to your learning in this course. *Please make sure you follow the very important announcements in class on this matter.*

Optional Supplementary books [Do NOT buy/rent any of these before consulting with your instructor]:

(A) McGraw-Hill CREATE book Global Marketing (a customized book from McGraw-Hill) for MKTG 4280 (Lou Pelton and Jhinuk Chowdhury). ISBN-13: 9781121864993.

or

(B) International Marketing by Philip R. Cateora, and John L. Graham (16th Edition, 2012). Published by McGraw Hill/Irwin. ISBN-13: 978-0073529974.

Exams:

There will be THREE exams, each of which will be based on *all material covered until the day of the exam*. These will comprise text readings, handouts, class exercises, videos, and lectures, and discussions. Students will be responsible for all material assigned, regardless of whether we review the content in class or not.

Missed Exams: You will be allowed to make up a missed exam only if you have a documented university-excused absence. If you know in advance that you will not be able to take a test, you **MUST** contact the instructor before the scheduled exam. Make-up exams are not likely to contain the same questions as the regular exam; they may have a completely different format. Make-up exams will be scheduled within six days of the initially planned date, and no more than two time slots will be offered (depending on what is convenient to the teaching assistant and the instructor). If the student neglects to inform the instructor about a missed exam in time or refuses both those time slots, no make-up exam will be offered. The implication of a missed exam is a score of zero for that test.

Assignments/Quizzes:

In addition to the readings from the text, there will be multiple assignments, which must be submitted to the Quiz/Assignment Tools on Canvas. Announcements via Canvas will contain

additional information. Concerning the assignments, unless otherwise stated, the following strict rules will be observed; no exceptions:

- No late assignments will be accepted.
- No emailed assignments will be accepted.
- No assignments in the form of hard copy will be accepted.

Pop quizzes:

There may be frequent pop quizzes at the beginning of class meetings, delivered through Canvas and your iClicker Reef account (which UNT makes available to you at no extra charge). However, you will need an Internet-connected device (laptop or smartphone) to participate in these quizzes. Also, you must be in class and arrive on time. No make-up quizzes (for absence or tardiness) will be offered at any time. Additional information will be made available at a later point in time.

You are advised that written submissions of all kinds are liable to be scanned by (or submitted via) TurnItIn or other plagiarism detection utilities.

Grading:

Grading Scale: Your overall semester grade will include evaluations of your performance in the examinations. The exams will be weighted equally. The final course grade will be determined using the following formula:

$$\begin{aligned} \text{OVERALL} = & \\ & [(\text{AVERAGE of EXAMS}) * 0.80] + \\ & [(\text{AVERAGE of Assignments/Pop Quizzes}) * 0.20] \end{aligned}$$

The letter grade assignment will be as per the following:

90% and above A

80% - 89.99% B

70% - 79.99% C

60% - 69.99% D

Less than 60% F

There will be no rounding up of scaled points; the grades will be determined exactly by the ranges shown above.

If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If you withdraw and do NOT remove your name from the class rolls, you will receive a failing grade (F) for this course at the end of the semester.

Extra Credit:

There is none.

Distance Learning Platform:

Canvas

This course has a section on **Canvas** –the Learning Management System adopted by UNT. Log in to Canvas at <https://canvas.unt.edu>.

The instructor may administer several class sessions via Canvas, in part or full. Accordingly, you must become adept at Canvas use for this course. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the University's UIT Help Desk. You will find detailed contact information on this web page: <https://it.unt.edu/helpdesk>.

There are several important issues regarding Canvas:

- The instructor does not have the authority/access to manage the Canvas hardware, software, and network systems. Therefore, students must contact the Canvas Help Desk directly for assistance. It would not be wise to email the instructor if you encounter any systemic problem with Canvas.
- Most of the initial problems confronted by students attempting to use Canvas are related to the Internet browser and related settings on a non-UNT computer system. The Canvas site recommends that you conduct an online check of any non-UNT machine or device to ensure reliable Canvas performance.
- If you encounter any problem during the administration of a scheduled exam or quiz, you should contact the Canvas support staff immediately. Please do NOT try to reconcile a problem after the scheduled test or quiz. The Canvas support staff record the time and date of all queries or “help requests.”
- You are responsible for reading all content on Canvas. This content may be in the form of bulletins, emails, course content, and supplemental materials. The Canvas system records each student’s activity on the platform.
- Like many other web-based applications, Canvas is not perfect. However, it is the platform for distributed learning of the University of North Texas.
- For questions and concerns regarding the Canvas platform, please contact the UNT Center for Distributed Learning. The UNT Computing Center Help Desk’s contact information is as follows:

Phone: (940) 565-2324

Email: helpdesk@unt.edu

Website: <https://it.unt.edu/helpdesk>

Walk-in: Sage Hall, Room 330

Classroom Behavior:

Each course participant is responsible for classroom behavior that is conducive to the teaching-learning process. Each course participant should be fully aware of the policies and guidelines for academic honesty and classroom behavior stated in the University of North Texas Student Guidebook and on UNT's website. The Student Code of Conduct and an abbreviated list of other rules, regulations, and policies are available from 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: In class, you cannot have a device that makes any kind of sound/noise, audible to others in the classroom. If you have a special need, you must obtain express written consent from the instructor to use such a device in class. If it is construed to be a nuisance, the instructor reserves the right to have you removed from the classroom.

You are expected to pay close attention to the class proceedings. During class sessions, do not engage in activities such as browsing websites, reading personal email, using the phone to send/receive text messages, sleeping, and reading material not relevant to the class. Such practices are disruptive to the instructor's and other students' concentration and detract from a proper learning environment. Please be considerate of others by refraining from excessive talking with others when the instructor is speaking. Even a small amount of unnecessary conversation can inhibit the hearing/participation of other students and are detrimental to the learning environment.

Extra Help:

PLEASE DO NOT WAIT UNTIL THE LAST MINUTE. If you are having trouble with this class, please visit with me as early as you can.

Disabilities Accommodation:

The University of North Texas complies with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act of 1990. The University of North Texas provides academic adjustments and auxiliary aids to individuals with disabilities, as defined under the law. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring accommodation, please see the instructor and contact the Office of Disability Accommodation at 940-565-4323 during the first week of class.

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 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.

SEMESTER SCHEDULE:

The published schedule is tentative. Updated schedules will be announced in class or via Canvas. Dates of coverage of content are somewhat fluid; dates of exams (once confirmed) are less likely to change. When/if changes occur, they will be announced in class and via Canvas. Please pay attention to the dates and version numbers at the top of all memorandums and notices. The most recent schedule will supersede all prior schedules.

All exams will include all material taught in class till the date of the exam.

We will NOT necessarily meet in the physical classroom for all the topic areas. Some areas may be covered via distance learning tools, details of which will be announced later. Up to 49% of the topic areas may be covered via distance learning tools.

The schedule published on the *Canvas Calendar* will be your most reliable roadmap.