

# Syllabus

<b>COURSE TITLE</b>	<b>MKTG 4280.001 - Global Marketing</b>
<b>Semester / Year</b>	Fall / 2017
<b>INSTRUCTOR</b>	<b>Dr. Chowdhury and Richard Conde, Ph.D. Candidate</b>  Email: <a href="mailto:Richard.Conde@unt.edu">Richard.Conde@unt.edu</a>  <b>When sending email</b> , please use the prefix "[MKTG 4280.1]" — not including quotation signs — in your <i>subject</i> line.  Cell phone: 469-233-4494  Office room: BLB 304-G  Office hours: By appointment
<b>Teaching Assistant</b>	N/A
<b>DEPARTMENT</b>	Marketing & Logistic
<b>MEETING TIMES/PLACE</b>	M-W-F 12:00pm -12:50pm, BLB 005
<b>Course Websites</b>	Two websites are relevant for this class: Blackboard Learn - <a href="https://learn.unt.edu">https://learn.unt.edu</a> UNT World Class — <a href="http://untworldclass.com">http://untworldclass.com</a>
<b>Syllabus Version</b>	1.0 (Dated: 08-16-2017)

## COURSE DESCRIPTION

The first half of the 21st-century will be characterized by 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 on the rapidly changing nature of global markets and implications for the desirability and potential profitability of these markets.

### Course Objectives

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

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

## COURSE REQUIREMENTS

Attendance – Attendance is *mandatory*. Lectures, videos, class discussions, and experiential exercises in class are all critical components of the learning process.

Strongly Recommended Virtual Textbook: Will be announced in class.

Optional textbooks:

(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 (this includes the final exam). Exams will be based on text readings, handouts, class exercises, videos, and class lectures and discussions. Students are responsible for all text material, regardless of whether we review the text material 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 miss an exam, you MUST contact me before the scheduled exam. Make-up exams may not contain the same questions and may contain only essay and short answer questions.

Assignments/Quizzes: In addition to the readings from the text, there may be multiple assignments, which must be submitted through the Assignment Tool on *Blackboard*. Announcements via Blackboard will contain additional information. With regard to the assignments, unless otherwise stated, the following *strict rules* will be observed; no exceptions:

**No late assignments will be accepted.**

**No emailed assignments (and/or hard copies) will be accepted.**

Project: There is a semester group project consisting of one oral or multimedia presentation (details of which will be announced later) per group and written document 5 page maximum. It will be due toward the end of the semester.

For the project, each group will be required to choose a unique country, available on a first-requested, first-given basis, from a list (which will be announced later). Your presentation will pertain to marketing a product or service in that country. No two groups may choose the same country.

Attendance – Attendance is mandatory. 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 sit down. Do not walk in front of speakers or disrupt the class in any other way. If you arrive in class after attendance has been collected, you will NOT receive attendance credit for that day. *No exceptions!*

## GRADES & SCORING

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 (where each component is scaled to 100 points):

$$\text{OVERALL} = [(\text{AVG of EXAMS}) * 0.65] + [(\text{Project Score}) * 0.25] + [\text{Assignments/Team Evaluation/Quizzes} * 0.10]$$

<u>Scaled points</u>	<u>Letter Grade</u>
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.

Extra credit: None unless announced (potential of survey completion for extra credit).

## DISTANCE LEARNING PLATFORMS

(A) UNT World Class online course site — <http://untworldclass.com>.  
(Choose the online course named *International Marketing*.)

(B) There is a **Blackboard Learn** section for this class (<https://learn.unt.edu>).

**Several class sessions may be administered via *Blackboard***, in part or full. Accordingly, you must become adept at *Blackboard* use for this course. Training courses are available through the Center for Distributed Learning. Should you encounter any problems at any time on *Blackboard*, *it is your responsibility to contact the Help Desk at Blackboard*. Instructions for Help Desk assistance are provided online at the *Blackboard* course site.

There are several important issues regarding *Blackboard*:

- The instructor does not have the authority or access to manage the *Blackboard* hardware, software and/or network systems. Therefore, students must contact the *Blackboard* Help Desk directly for assistance. It would not be wise to email the instructor if you encounter any systemic problem with *Blackboard*.
- Most of the initial problems confronted by students attempting to use *Blackboard* are related to the Internet browser and related settings on a non-UNT computer system. The *Blackboard* site recommends that you conduct an on-line check of any non-UNT system to enable or improve *Blackboard* performance.
- If you encounter any problem during the administration of a scheduled exam, you should contact the *Blackboard* support staff immediately. Please do NOT try to reconcile a problem after the scheduled exam. The *Blackboard* support staff

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record the time and date of all queries or “help requests.”

- You are responsible for reading all content on *Blackboard*. This content may be in the form of bulletins, emails, course content and/or supplemental materials. *Blackboard* documents each student’s activity on the platform.

Like many other web-based applications, Blackboard is not perfect. However, it is the platform for distributed learning of the University of North Texas. For questions and/or concerns regarding the *Blackboard* platform, please contact the UNT Center for Distributed Learning. The UNT Computing Center Helpdesk’s contact information is as follows:

Phone: (940) 565-2324  
Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)  
Web site: <http://www.unt.edu/helpdesk/>  
Walk-in: Sage Hall, Room 130

## ADDITIONAL POLICIES

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 confiscate any cellular telephone, or device at any time.*

**DO NOT USE AN ELECTRONIC DEVICE IN CLASS.** If you must use a device to take notes, you will need to furnish proper (official) justification and obtain prior permission from the instructor before using a laptop or any device. Using any device for surfing web sites, reading email, sending/receiving text/instant messages or engaging in chat applications will be considered a violation of class policy. *You must keep your laptops shut and packed away in class meetings, including classes when there are films/videos being shown, if and when there are any guest speakers, and when semester project presentations are being made.* **If there is any reason why you cannot abide by this course requirement, you must contact me within the first two weeks of class, to explain your situation.**

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 discussed in the University of North Texas *Student Guidebook* and on UNT’s web page ([www.unt.edu](http://www.unt.edu)). 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.

You are expected to pay close attention to the class proceedings. **During class sessions, do not engage in activities such as surfing web sites, reading email, using the phone to send/receive text messages, sleeping, reading newspapers or other material not relevant to the class.** Such practices are disruptive to the instructor's and other students' concentration and generally 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.

## SEMESTER SCHEDULE

*The following schedule is tentative.* Updated schedules will be announced in class or via Blackboard. Dates of coverage of content are tentative; dates of exams are less likely to change. When/if changes occur, they will be announced in class or via Blackboard. 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.

Please know ahead of time that dates associated with the topics are fluid. Sometimes, we may be ahead of schedule; sometimes, behind. 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 topic areas. Some areas will be covered via distance learning tools, details of which will be announced later. Up to 50% of the topic areas may be covered via distance learning tools.

<u>Week</u>	<u>Date</u>	<u>Day of week</u>	<b>4280.1 Topics (12:00 – 12:50)</b> 80 / 80
1	28-Aug-17	M	Introduction to the course/instructor, Team formation Project requirements
	30-Aug-17	W	Lesson 1: Scope and challenges of International Marketing
	1-Sep-17	F	Lesson 2: Cultural Dynamics and Assessing Global Markets
2	4-Sep-17	M	<i>Labor Day (No Class)</i>
	6-Sep-17	W	Lesson 2: (continued)
	8-Sep-17	F	Lesson 2: (continued)
3	11-Sep-17	M	Lesson 2: (continued)
	13-Sep-17	W	Lesson 2: (continued)
	15-Sep-17	F	Project Meeting
4	18-Sep-17	M	Lesson 3: Developing a Global Vision through Marketing Research
	20-Sep-17	W	Lesson 4: Emerging Market - Africa Market
	22-Sep-17	F	Review for Exam 1
5	25-Sep-17	M	<b>Exam 1 (Material from 8-30 to 9-20)</b>
	27-Sep-17	W	Lesson 5: European Market

	29-Sep-17	F	<b>Guest Speaker - Jerome Del Toro - 7 Eleven</b>
6	2-Oct-17	M	Lesson 6: Emerging Market — Asia
	4-Oct-17	W	Lesson 6: (continued)
	6-Oct-17	F	Project Day
7	9-Oct-17	M	Lesson 7: Global Marketing Management: Planning and Organization
	11-Oct-17	W	Lesson 7: (continued)
	13-Oct-17	F	<b>Guest Speaker - Diego Alvarado - Ph.D. and former CMO</b>
8	16-Oct-17	M	Lesson 8: Products and Services for Consumers
	18-Oct-17	W	Lesson 8: (continued)
	20-Oct-17	F	Review for Exam 2
9	23-Oct-17	M	<b>EXAM 2 (Material from 9-27 to 10-18)</b>
	25-Oct-17	W	Lesson 9: International Marketing Channels
	27-Oct-17	F	Team Working Session
10	30-Oct-17	M	Lesson 9: (continued)
	1-Nov-17	W	Lesson 10: Integrated Marketing Communications and International Advertising
	3-Nov-17	F	Lesson 10: (continued)
10	6-Nov-17	M	<b>Guest Speaker - Tom Slone - Touchstone Communications</b>
	8-Nov-17	W	Project Date
	10-Nov-17	F	<b>Guest Speaker - Alison Duguid and Xavier Williams - AT&amp;T</b>
12	13-Nov-17	M	Lesson 11: Personal Selling and Sales Management
	15-Nov-17	W	Lesson 12: Incentive Negotiations with International Customers, Partners, and Regulators
	17-Nov-17	F	Project Presentations – Day 1 Time/Teams 12:05 - 12:20 — 01 12:25 - 12:40 —02
13	20-Nov-17	M	Project Presentations – Day 2 Time/Teams 12:05 - 12:20 — 03 12:25 - 12:40 —04

	22-Nov-17	W	Project Presentations – Day 3 Time/Teams 12:05 - 12:20 — 05 12:25 - 12:40 —06
	24-Nov-17	F	THANKSGIVING BREAK — No class
14	27-Nov-17	M	Project Presentations – Day 4 Time/Teams 12:05 - 12:20 — 07 12:25 - 12:40 —08
	29-Nov-17	W	Project Presentations – Day 5 Time/Teams 12:05 - 12:20 — 09 12:25 - 12:40 —10
	1-Dec-17	F	Project Presentations – Day 6 Time/Teams 12:05 - 12:20 — 11 12:05 - 12:40 —12
15	4-Dec-17	M	Project Presentations – Day 7 Time/Teams 12:05 - 12:20 — 13 12:25 - 12:40 —14
	6-Dec-17	W	Project Presentations – Day 8 Time/Teams 12:05 - 12:20 — 15 12:25 - 12:40 —16
	8-Dec-17	F	Review Exam 3
16	11-Dec-17	M	
	13-Dec-17	W	EXAM 2 (Material from 10-25 to 11-15)
	15-Dec-17	F	

## DISABILITIES ACCOMMODATION

The University of North Texas complies with Section 504 of the 1973 Rehabilitation Act and with 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/or contact the Office of Disability Accommodation at 940-565-4323 during the first week of class.

## IMPORTANT NOTE

The instructor reserves the right to change any aspect of the course, syllabus, and/or schedule, as and when needed, at his sole discretion.