

MKTG 4280.002 - Global Marketing

2019 Spring

Syllabus version: 0.9 (Pre-release)

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

Instructor

Dr. Jhinuk Chowdhury
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Class Meeting Time and Location:

Mondays 6:30 PM – 9:20 PM / BLB 010

Office hours:

Mon	5:00 PM – 5:50 PM
Tue, Thu	2:00 PM – 2:50 PM

Teaching Assistant

TBA

Course Website:

Canvas (by Instructure) - <https://canvas.unt.edu>

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

Course Requirements:

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

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.

DO NOT BUY/RENT A TEXTBOOK UNTIL YOU HAVE BEEN ADVISED BY THE INSTRUCTOR.

Exams:

There will be THREE exams, each of which will be based on the *material to date*. 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 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 not be able to take an exam, 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 corresponding to 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.

Project:

There is a semester group project consisting of a project report and an oral/multimedia presentation (details of which will be announced in class) per group. These will be due on specific dates near the end of the semester. Specific details regarding the rules and the guidelines for the project will be available in the relevant section in Canvas.

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.

Important note: If you have not enrolled yourself in a project group before the expiry of the deadline for group formation, you may not be given the opportunity to do an individual project report. Even when a student is given a chance to a make-up report, one full grade point (10%) of the score you receive on that work will be deducted as penalty. If — in the opinion of the instructor — you do not merit consideration for an individual project report, your grade for the project will be zero.

The grading rubric for the project presentation and the project report will be as announced in the relevant section in Canvas.

During class meetings dedicated to project presentations, the instructor or a teaching assistant may take photographs of students in the groups and make video recordings. Such photos and videos will not be published on any social media without your explicit consent. Your enrollment in this course indicates your understanding and acceptance of these policies.

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 sit down. Do not walk in front of speakers or disrupt the class in any other way. If you reach the classroom after the instructor or the teaching assistant has collected attendance, you will NOT receive attendance credit for that day. No exceptions! If you need to leave early, it would be courteous of you to inform your instructor in advance.

Grading:

Grading Scale: Your overall semester grade will include evaluations of your performance in the examinations, the semester project, and the assignments/quizzes. 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):

$$\text{OVERALL} = (\text{AVERAGE of EXAMS}) * 0.60] + \\ [(\text{Project Score}) * 0.25] + \\ [\text{Assignments/Quizzes} * 0.15]$$

Alternatively, by adding the *scaled score* of each component, using the following scheme amounts to the same outcome:

<i>EXAM 1</i>	<i>EXAM 2</i>	<i>EXAM 3</i>	<i>PROJECT</i>	<i>ASSIGNMENTS</i>	<i>Total</i>
200 points	200 points	200 points	250 points	150 points	1,000 points

The grade assignments for the semester will be based on the following scheme:

<i>Letter Grade</i>	<i>Percentage</i>	<i>Points</i>
A	90% and more	900 points and more
B	80% – 89.99%	800 – 899 points
C	70% – 79.99%	700 – 799 points
D	60% – 69.99%	600 – 699 points
F	Less than 60%	Less than 600 points

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 do 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:

This course has a section on **Canvas** — the new LMS (Learning Management System) that UNT has migrated to (from *Blackboard Learn*). Log in to Canvas at <https://canvas.unt.edu>.

The instructor may administer several class sessions via Canvas, in part or full (up to 49% of the total class meeting times). 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: <http://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 Helpdesk’s contact information is as follows:
 - Phone: (940) 565-2324
 - Website: <http://it.unt.edu/helpdesk>
 - Email: helpdesk@unt.edu
 - Walk-in: Sage Hall, Room 330

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.

Using any device for surfing websites, 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 when films/videos are shown, if and when there are any guest speakers, and when semester project presentations are 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 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.

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 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 (or contact the Office of Disability Accommodation at 940-565-4323 *no later than the first week of class*).

SEMESTER SCHEDULE:

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

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 until 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 49% of the topic areas may be covered via distance learning tools.

A fuller schedule will be on Canvas in the near future. Here, in the form of a skeletal outline, are some of the important dates on the tentative schedule:

<i>Date</i>	<i>Details</i>
Mon, Jan 14, 2019	Introduction to the Course and the Instructor Lesson 1: The Nature of Marketing
Mon, Feb 18, 2019	EXAM 1 — tentative date, to be confirmed in the near future
Mon, Apr 01, 2019	EXAM 2 — tentative date, to be confirmed in the near future Will include material till date
Mon, Apr 15, 2019	Project presentations
Mon, Apr 22, 2019	Project presentations
Mon, Apr 29, 2019	EXAM 3 — tentative date, to be confirmed in the near future Comprehensive

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.