

Global Marketing — MKTG 4280.002

Class meeting time: Thu 6:30 PM – 9:20 PM / Location: BLB 015



Syllabus Version: 0.9 (Pre-release)

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, Marketing, Logistics & Operations Management
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Office room: BLB 358-L

I prefer that you contact me via *Canvas Inbox*.

If that is not an option, email me at jhinuk.chowdhury@unt.edu. However, begin the subject line with [MKTG 4280.001].

Office hours:

Tue, Thu 2:00 PM - 2:45 PM
Thu 5:00 PM - 5:45 PM
& by appointment.

Teaching Assistant

Nikhita (Ms. Nikhitanjali Dodla)
Email: NikhitanjaliDodla@my.unt.edu

Course Website:

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

Course Description:

In 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, the impact of the various world cultures on how marketing is conducted, the importance of local marketing vis-a-vis standardized marketing, foreign entry, and global management strategies become compelling issues. This course emphasizes the rapidly changing nature of the worldwide markets and its implications.

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 —

Information about required reading materials will be announce 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.

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 *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 under the following circumstances:

1. You have a documented university-excused absence.
2. You become afflicted with an unforeseen illness/medical emergency (which you will be able to substantiate at a later time with a document from your medical practitioner).
3. An *immediate* family member encounters an emergency, which precludes your taking the exam. Documentary evidence for your claims will be required afterward.

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 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). Make-up exams are not likely to contain the same questions as the regular exam; they may have a completely different format.

If the student neglects to inform the instructor about a missed exam in time or refuses both those time slots, no other make-up exam will be offered, resulting in 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 Assignment/Quiz 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:

- All assignments will have a fixed deadline. If you do not submit your assignment by the deadline, you will lose 10% of the points you would have received **per day**, up to 50%, until the assignments close altogether.

- If you have not submitted an assignment before it closes, your score for that assignment will be a zero.
- No emailed assignments will be accepted.
- No assignments in the form of hard copy will be accepted.

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

Pop quizzes:

There will be frequent *iClicker*-based pop quizzes at the beginning of class meetings. They may also be delivered through Canvas in some instances. UNT makes an *iClicker Reef* account available to each student at no extra charge. 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. Detailed explanations will be made available in the first two class meetings.

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 information 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 will not be given the opportunity to do an individual project report. Even if a student is given a chance to do 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 and make video recordings of students and groups. 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.

If your attendance score is 85% or higher, based on the records compiled by the TA and the instructor, you will receive a 1% as an end-of-the-semester bonus point, which will be added to your overall score. The attendance score will be computed based on the days that attendance is recorded. There may be a few occasions when attendance is not recorded. *Since this is a bonus (as opposed to a penalty), no excuses or waivers will be considered in its computation.*

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):

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

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

<i>Letter Grade</i>	<i>Percentage</i>
A	90% and more
B	80% - 89.99%
C	70% - 79.99%
D	60% - 69.99%
F	Less than 60%

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:

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 (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 Information Technology Help Desk*. You will find detailed contact information on this web page: <http://it.unt.edu/helpdesk>.

There are several important issues regarding Canvas:

- First, please ensure that Canvas has an email address of yours that you use most frequently! You can add your favorite email address (which Canvas will send copies of notifications to) if you set it up accordingly. In Canvas, go to *Account > Settings > Email addresses* to add your most frequently used email address.
- Please understand that the instructor does not have the authority/access to manage 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 problems 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 official platform for distributed learning of the University of North Texas.
- For questions and concerns regarding the Canvas platform, please contact the *University Information Technology*. Their Helpdesk's contact information is as follows:
 - o Phone: (940) 565-2324
 Website: <http://it.unt.edu/helpdesk>
 Email: helpdesk@unt.edu
 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 messages, 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. If you think you have not done as well as you expected *in your first exam*, please discuss this with me ASAP. It will become prohibitively more difficult to turn around your performance as the semester progresses.

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 an accommodation, please see the instructor (or contact the Office of Disability Accommodation at 940-565-4323 *no later than 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, and 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 exit the building safely 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 semester schedule on Canvas is somewhat fluid only with respect to the content that will be covered. When required, updated schedules will be announced in class or via Canvas.

The dates of exams (once confirmed) are much 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 the syllabus and all memorandums and notices. The most recent schedule will supersede all prior schedules.

All exams will include all material taught in class until the day 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.

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