

## **Global Marketing (MKTG 4280.007, 077)**

Summer II (5W2) / 2018

Syllabus Version: 0.9, July 8, 2018

### **Instructor**

Dr. Jhinuk Chowdhury

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Office room: BLB 358-L, UNT Campus, Denton

Office hours: By appointment

### **Teaching Assistant**

Ms. Mansi Sundriyal

### **Websites relevant to the course:**

Canvas (by Instructure) — <https://unt.instructure.com>

In addition to the main Canvas, our primary Learning Management System, there will be *several* other online resources and repositories, which we will refer to frequently during the semester. Some of those are as follows. (You will be given specific directions/links for the materials you will be responsible for at appropriate times.)

- TED: Ideas Worth Spreading — <https://www.ted.com>
- YouTube — <https://www.youtube.com>
- LyndaCampus — <https://it.unt.edu/lynda>
- World Class Courses — <https://worldclass-courses.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 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 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:**

Virtual/Online Textbook (strongly recommended): Details will be announced via Canvas.

Optional Textbooks:

McGraw-Hill *CREATE book* Global Marketing (a customized book from the publisher) for MKTG 4280 (compiled by Lou Pelton and Jhinuk Chowdhury). ISBN-13: 9871121864993.

### **Exams:**

There will be FOUR exams (counting the final). These will comprise text readings, handouts, videos, lectures, and discussions. Students will be responsible for all material assigned, regardless of the extent of their review through Canvas.

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 one 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.

You are advised that written submissions of all kinds are liable to be scanned by (or submitted via) TurnItIn or other plagiarism detection utilities. The instructor may require you to upload profile photos (passport photo style images) to your Canvas account. Such photos 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.

### **Grades and 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):

$$\text{OVERALL} = [(\text{AVERAGE of EXAMS}) * 0.60] + [\text{Assignments/Quizzes} * 0.40]$$

Scaled points	Letter Grade
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90% and above	A
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80% - 89.99%	B
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70% - 79.99%	C
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60% - 69.99%	D
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Less than 60%	F
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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 course, it is your responsibility to remove your name from the course rolls. If you do withdraw and do NOT remove your name from the course rolls, you will receive a failing grade (F) for this course at the end of the semester.

#### **Extra Credit:**

There is none.

Extra Help: Please do not wait until the last minute. If you are having trouble with this course, please visit with me as early as you can.

#### **Distance Learning Platform:**

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

The instructor will administer all class sessions via Canvas. Accordingly, you must be adept at Canvas use for this course. Training courses are available through the Center for Distributed Learning. 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 contact information for the UNT Computing Center Help Desk is as follows:
  - Phone: (940) 565-2324
  - Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)
  - Website: <http://it.unt.edu/helpdesk>
  - Walk-in: Sage Hall, Room 330 D, UNT Campus in Denton

## 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.*

## SEMESTER SCHEDULE (Version 0.9, July 8, 2018.):

The published schedule is tentative. Updated schedules will be via Canvas. Dates of coverage of content are tentative; dates of exams are less likely to change. When/if changes occur, they will be announced 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 till the date of the exam.

**Date**

**Topic**

July	9	(M)	Introduction to MKTG 4280 Course Requirements
	10	(T)	Lesson 1
	11	(W)	Lesson 1 (contd.)
	12	(R)	Lesson 1 (contd.)
	<b>13</b>	<b>(F)</b>	<b>Weekly assignments due</b>

July	16	(M)	Review for Exam 1
	<b>17</b>	<b>(T)</b>	<b>EXAM 1</b>
	18	(W)	Lesson 2
	19	(R)	Lesson 2 (contd.)
	<b>20</b>	<b>(F)</b>	<b>Weekly assignments due</b>

July	23	(M)	Lesson 2 (contd.)
	24	(T)	<i>Review for Exam 2</i>
	<b>25</b>	<b>(W)</b>	<b>EXAM 2</b>
	26	(R)	Lesson 3
	<b>27</b>	<b>(F)</b>	<b>Weekly assignments due</b>

Jul	30	(M)	Lesson 3 (contd.)
	31	(T)	<i>Review for Exam 3</i>
Aug	<b>01</b>	<b>(W)</b>	<b>EXAM 3</b>
	02	(R)	Lesson 4
	<b>03</b>	<b>(F)</b>	<b>Weekly assignments due</b>

Aug	06	(M)	Lesson 4 (contd.)
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- 07 (T) Lesson 5
- 08 (W) Lesson 5 (contd.)
- 09 (R) EXAM 4**
- 10 (F) Course Wrap-up