Syllabus for Mkt. 452
Summer II, 2020, Zoom class
Dr. Ballenger

Office: McGee 403D, Office hours: 9-10, M-TH
Class time: M-TH, 10:15—12:10, McGee 127.
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Course Objective: The objective of this course is for you to gain a basic overview and understanding of global marketing opportunities, problems, and strategies. Specifically, you should learn about the impact of global environmental factors on marketing decisions and acquire knowledge about major international marketing concepts. Also, you should appreciate basic cross-cultural sensitivities and skills that will enable you to identify, analyze, and solve international marketing problems.

Course Content: Global business environment and trends
   International marketing opportunities
   Reasons for doing business abroad
   Bases of international marketing
   Economic environment
   Socio-cultural environment
   Political-legal environment
   Economic cooperation and integration
   International marketing research
   International market selection
   Export/non-export strategies
   International product decisions
   International pricing decisions
   International promotion decisions
   International distribution decisions
   Ethical issues

Required Material: 1) International Marketing, 17 ed. by Cateora, Gilly, Graham and Money,
   2) political map of the world, 3) Web cam with audio/video capability or a smart phone.

Evaluation: Your performance will be evaluated through 1) Major exams, 2) Map tests, and 3) behavior and attendance in Zoom sessions.

NOTE: If you need course adaptations or accommodations, make an appointment to see me as soon as possible.
Tentative grade distribution:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major exams</td>
<td>4 @ 100</td>
</tr>
<tr>
<td>Minor tests</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Number of Points You Need for the Grade You Want

- 468-520 = A
- 416-467 = B
- 364-415 = C
- 312-363 = D
- Below 312 = F

*Some components of the grade may change during the semester. If this change occurs, the total points may change, also. If you fail all major exams, you fail the course, no matter what you make on the map tests!!!*

Attendance: Zoom sessions will be treated just like face-to-face classes. You must come to class and participate, and roll will be taken every day. Your attendance is tied to your grade in the following manner:

<table>
<thead>
<tr>
<th>Number of Absences</th>
<th>Effect on your Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1</td>
<td>+2%</td>
</tr>
<tr>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>-10%</td>
</tr>
<tr>
<td>Over 3</td>
<td>-25%</td>
</tr>
</tbody>
</table>

Tentative exam schedule:

<table>
<thead>
<tr>
<th>Chapters:</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4</td>
<td>7-15</td>
</tr>
<tr>
<td>5, 6, 7</td>
<td>7-27</td>
</tr>
<tr>
<td>13 and 15</td>
<td>8-3</td>
</tr>
<tr>
<td>Final exam, 18</td>
<td>8-7</td>
</tr>
</tbody>
</table>
Rusche College of Business
Syllabus Addendum

Program Learning Outcomes:

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (A-9.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Withheld Grades Semester Grades Policy (A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other
students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

August 20, 2010