MKTG 4352 - 001

International Marketing

Welcome
I'm glad you're here!

Contact Me

Dr. Amy Mehaffey
Amy.Mehaffey@sfasu.edu
936-615-6755 (cell)

Class Location: BUS 458
Room 403Q

Office Hours:
M: 12:00-2:30
T: 9:15 -11
W: 9-1 pm (VIRTUAL)
TH: 9:15 -11

Virtual Office Hours
I will be available via email and on my cell phone-936.615.6755. We can also schedule a zoom meeting by appointment during virtual office hours or during hours outside of the abovementioned.

Text and Materials

Program Learning Outcomes:
You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

Student Learning Outcomes
Upon completion of this course students will
(1) understand the basics of global business environments and trends of trade and how it impacts the marketing of firms,
(2) be able to identify international marketing opportunities,
(3) be able to apply their understanding of globalization to the marketing of firms,
(4) be able to identify the socio-cultural and political-legal environments surrounding international marketing,
(5) understand the function of innovative marketing tactics used globally,
(6) determine the various decisions surrounding international products, pricing, promotion and distribution, and
(7) be able to apply concepts of marketing to a global brand.

Course Description
MKTG 4352 “International Marketing (3 credits)

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.

Prerequisite: junior standing

Students will also learn how to utilize various data and graphic softwares to create, evaluate, and critique issues related to the agriculture industry. These requirements take at least 6 hours of out-of-class student work each week to complete.
Course Information

Student responsibilities:
Each student is expected to come to class having read the assigned chapter and any additional materials assigned each week in D2L.

Homework, Cases and Projects:
All projects in this class should be prepared in a professional manner. Please note that Wikipedia.com or other generic websites are not allowed as a source for projects or homework in this class. No handwritten assignments are allowed.

Syllabus Changes:
As we know, weather and life circumstances will require the course to “pivot” and may cause the syllabus to change. I will notify you via D2L as quickly as possible when this happens. It will always be my goal to only change the syllabus in favor of you, the student.

In the event there is a discrepancy between the syllabus Course Calendar and D2L, D2L will always take precedence. This includes news updates or emails.

Attendance & Grading Policy

Absences: Missing an assignment will result in grade of zero for that assignment. Excuses are considered only when conditions are clearly beyond the student’s control and must be documented. A copy of the excuse will be kept in the files.

Late work: Late work is not accepted except for approved university activity, personal or family illness or other documented emergency.

If you need special accommodations for a deadline, it is important to communicate this effectively to me PRIOR to the deadline so you can receive the greatest amount of fairness possible. Late requests for deadline extensions exemplify poor time management and you will receive less accommodations. If you have a last minute emergency, you should communicate that to me as reasonably possible as well.

Assignment Deadline Policy

Any assignment that is not handed in by the due date and time is automatically given the grade “0.” Be sure you understand this. With most jobs, especially jobs in this field of study, deadlines are generally inflexible.

Academic Dishonesty

Faculty members promote academic integrity in multiple ways, including instruction on the components of academic honesty and 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/student-academicdishonesty-4.1.pdf.
Withheld Grades
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. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.pdf.

Mental Health & Wellness
SFA values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

Student Resources will be listed at the end of this Syllabus.

Class Communications
The professor will send out class information and other material through announcements on D2L.

Each student should check their D2L every weekday and sign up for notifications in D2L in case of last minute changes, course cancellations due to weather, etc.

Since emails to and from SFA addresses are considered official university communication and should be treated as such. If a student decides to forward their SFA email to another email address, it is the student's responsibility to make sure the other email account is able to and can accept forwards from the SFA email address.

Etiquette: All students are expected to behave, email, and post in a professional, business manner during this class. Projects and homework are graded on content and appearance not only of the homework or project, but on the manner in which the project or homework was submitted and the content of the email accompanying the project or homework.

Get out of Jail Free Card
Each student will be given a get out of jail free card the first week of class. This is a no-questions-asked extension on an assignment deadline, with no grade penalty. Do not email me with details as to why, unless you need another type of assistance. I will not issue more than one if lost, and I will expect a new due date to be presented on the card when used. You may not extend past this due date.

You may not use on the final project.

The get-out-of-jail free card acknowledges the unanticipated challenges students may face in completing all their academic assignments by the assigned date, whether because of personal issues, or the piling-up of assignments from more than one course on a given date.

Use this wisely.
assignments

This syllabus contains basic information and instructions for each assignment. It is your responsibility to follow these instructions carefully. Be prepared to receive additional instructions for each assignment in D2L. Questions are encouraged.

The due dates for each assignment are on the class schedule of this syllabus. Remember that if the assignment is not turned in, the assignment due will receive a 0.

Exams - 450 points
Reading Quizzes - 190 points
App. Assignments - 190 points
Class Participation - 170 points
International Product - 150 points
Regional Analysis- 150 points
Case Studies - 200 points

Total Points  1,000 points

Points / grades are determined points earned divided by points available

Grading Policy and Notable Assignments

Exams: You will be tested over Chapters 1 - 19 across 3 exams. **450 points**

(3 total – 150 points each)

Reading Quizzes: There will be a quiz for the 19 assigned chapters and will be due by as indicated in the course calendar at D2L. Each quiz is worth 10 points, totaling **190 points**.

Application Assignments:
For each chapter, there will be a series of questions related to a video or written case study. The purpose of these activities will be to ensure the student has the ability to apply the course material to real marketing scenarios. Students will answer the questions through the textbook online learning system. Each chapters’ assignment is worth 10 points, for a total of **190 points** (19 chapters x 10 points).

International Product Launch:
Students will select a product and create a plan to introduce it into a new international market. Using their knowledge from course content, students will analyze the product, its current target market, and plans to sell the produce in a new international market. **150 points**

Regional Analysis: This is an individual assignment. To complete the assignment chose a region of the world to investigate. Options include: Central America, South America, Africa, Europe, Middle East, Asia, or Pacific Islands (includes Micronesia, Melanesia, Polynesia, and Australia). The student will investigate and report on the following for your selected region: Languages, culture, political structure, political & economic agreements, resources of the population (economic, etc.), and technology (access, infrastructure, etc.). **150 points.**

Case Studies: There will be four longer case studies assigned throughout the semester. Two of them will be done individually and two will be done in small groups. Students will need to read the assigned case study and answer the selected questions. Students will submit their final answers to the corresponding Dropbox. Each case study will be worth 10 points, for a total of **200 points (4 x 50 points)**.
Course Timeline

**Week 1 - Starts 8/29/23**
Review Syllabus; Order Textbook; Read Case 1.1 before 8/31

**Week 2 - Starts 9/5/23**
Chapter 1 - In-Class Case Study Discussion;
Read Text and Take Reading Quiz / Interactive Homework in Connect

**Week 3 - Starts 9/12/23**
Chapters 2-3 - Read Text and Take Reading Quiz / Interactive Homework in Connect

**Week 4 - Starts 9/19/23**
Chapters 4-5 - Read Text and Take Reading Quiz / Interactive Homework in Connect

**Week 5 - Starts 9/26/23**
Chapters 6-7 - Read Text and Take Reading Quiz / Interactive Homework in Connect
Exam Review

**Individual Case #1 Due September 28 @ 11:59 PM**

**Exam 1 - (Chapters 1 - 7) - Date TBD**

**Week 6 - Starts 10/3/23**
Chapter 8 - Read Text and Take Reading Quiz / Interactive Homework in Connect

**Regional Analysis Video Due October 5 @ 11:59 PM**

**Week 7 - Starts 10/10/23**
Chapters 9 - 10 - Read Text and Take Reading Quiz / Interactive Homework in Connect

**Group Case #1 Due October 12**

**Week 8 Starts 10/17/23**
Chapters 11 - 12 - Read Text and Take Reading Quiz / Interactive Homework in Connect

**Exam 2 - (Chapters 8 - 12) - Date TBD**
Week 9 - Begins 10/24/23
Chapters 13-14 - Read Text and Take Reading Quiz / Interactive Homework in Connect

Individual Case #2 Due 10/26/23 @ 11:59 PM

Week 10 - Begins 10/31/23
Chapters 15-16 - Read Text and Take Reading Quiz / Interactive Homework in Connect

Week 11 - Begins 11/7/23
Chapters 17-18 - Read Text and Take Reading Quiz / Interactive Homework in Connect

Group Case Study #2 Due 11/9/23 @ 11:59 PM

Week 12 - Begins 11/14/23
Chapter 19 - Read Text and Take Reading Quiz / Interactive Homework in Connect

Exam #3 Chapters 13-19 - Date TBD

THANKSGIVING BREAK

Week 13 - Begins 11/28/23 International Product Launch FINAL PRESENTATIONS

Week 14 - Begins 12/5/23 International Product Launch FINAL PRESENTATIONS

Week 15 - Final Exam - Thursday, December 12, 10:30 - 12:30 pm
(will use for presentations, if needed)
University Resources

Throughout the course of the term, you may find yourself in need of some type of support. Please take note and, if needed, use the resources below:

**Academic Assistance Resource Center (AARC) Tutoring Services**

The AARC is an award-winning program that provides free peer tutoring for many entry-level courses. Some services provided by the AARC that you may find of benefit include online resources (including the Online Writing Lab [OWL]), on-call tutoring at walk-in tables, 1:1 appointments, student instructor groups, and learning teams. For additional information, go to [http://sfasu.edu/aarc](http://sfasu.edu/aarc).

**Center for Career and Professional Development**

The Center for Career and Professional Development exists to empower students and alumni to achieve life-long career success through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievements. For additional information, go to [http://www.sfasu.edu/ccpd](http://www.sfasu.edu/ccpd).

**Counseling Services**

Counseling Services assists SFA students in overcoming obstacles to their personal and academic goals through individual and group counseling for students and outreach, presentations, training, and consultation for the campus community. For additional information, go to [http://sfasu.edu/counselingservices](http://sfasu.edu/counselingservices).

**Counseling Clinic (Human Services)**

The SFASU Counseling Clinic is a service provided by the Department of Human Services Counselor Education Programs. It is a training clinic in which services are provided by graduate students who are in the Practicum and Internship portion of their education. All services are supervised by fully licensed Counselor Education faculty. The Stephen F. Austin State University (SFASU) Counseling Clinic combines a therapeutic and community focus which offers a full continuum of counseling care. The service is geared to each person's needs. Client progress is based on the person's ability to move through counseling according to individual readiness. For additional information, go to [http://www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp).
COVID-19 Specific Resources

For the most up-to-date information related to COVID-19, please reference the SFA COVID-19 webpage at http://www.sfasu.edu/covid19.

Crisis Resources

Burke 24-hour crisis line: 1.800.392.8343
Suicide Prevention Lifeline: 1.800.273.TALK (8255)
Crisis Text Line: Text HELLO to 741-741

Dean of Students Office

The Dean of Students helps students when they are struggling, in-crisis, or just generally don’t know where to go. Students are encouraged to reach out when they need help with something on or off-campus and Dean of Students Office staff will assist them in navigating the issue or get them connected with the person or office that can help. Staff help to promote The SFA Way in everything they do. For additional information, go to https://www.sfasu.edu/vpsa/85.asp.

Financial Literacy

Student Financial Advisors are available to help you with your finances through one-on-one appointments, presentations, and workshops. Topics covered include budgeting, credit cards, debt management, insurance, identity theft, fraud prevention, investing, savings, retirement, banking, and paying for college. For additional information, go to http://www.sfasu.edu/studentaffairs/1691.asp.

Health Clinic

The Health Clinic offers a full range of medical services to enrolled or registered students. For additional information, go to http://sfasu.edu/life-at-sfa/health-safety/health-clinic.

Involvement Center

The SFA Involvement Center a one-stop shopping site for involvement on campus. The program is the center for student involvement on our campus, a distribution and receiving site for applications for any number of opportunities on campus and a place for involved students to meet, hang out and collaborate with other students. For additional information, go to http://www.sfasu.edu/studentaffairs/69.asp.
University Resources (cont.)

Nutrition Counseling (Dining Services)

Should you have a food allergy, specific dietary need, or simply want help learning more about healthy eating you are encouraged to meet with Dining Services’ Registered Dietitian. For additional information, go to https://dineoncampus.com/sfa/your-dietitian.

Research and Instructional Services (RIS)

Develop research skills from hands-on and classroom experience with the Research and Instructional Services department. For additional information, go to https://library.sfasu.edu/services#/research?_k=hijdvf.

Sex- and Gender-based Misconduct Prevention, Support, and Response (Lumberjacks Care)

The university prohibits and will not tolerate sexual misconduct because such behavior violates the university’s institutional values, adversely impacts the university’s community interest, and interferes with the university’s mission. The university also prohibits retaliation against any person who, in good faith, reports or discloses a violation of this policy, files a complaint, and/or otherwise participates in an investigation, proceeding, complaint or remediation. Once the university becomes aware of an incident of sexual misconduct, the university will promptly and effectively respond in a manner designed to eliminate the misconduct, prevent its recurrence and address its effects. To report an incident and/or seek support, go to https://www.sfasu.edu/lumberjacks-care/.

SFA Food Pantry

The SFA Food Pantry exists to reduce food insecurity on the SFA campus. For additional information, go to http://sfasu.edu/studentaffairs/1319.asp.

Technical Support

Brightspace by D2L Support: https://www.sfactl.com/student-support; d2l@sfasu.edu; 936.468.1919

Technical Support Center/Help Desk: https://help.sfasu.edu; helpdesk@sfasu.edu; 936.468.4357

Veterans’ Resource Center

The Veterans Resource Center (VRC) provides a space for veterans, dependents of veterans, and ROTC members to gather, socialize, and form relationships with others that can provide networks of support and access to veterans’ resources provided by the university and outside agencies. For additional information, go to http://sfasu.edu/vrc/.