MKTG 4352 - 500
International Marketing

Welcome
I'm glad you're here!

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

Course requirements take at least 6 hours of out-of-class student work each week to complete.

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.

Text and Materials

Subscription to McGraw Hill Connect for this course

Contact Me
Dr. Amy Mehaffey
Amy.Mehaffey@sfasu.edu
936-615-6755 (cell)
Class Location: Online / D2L
Virtual Office Hours
Please email me via D2L, SFA email or call / text the number above to reach me

As you know, SFA email is harder to access at this time in light of the recent hack. The best way to contact me is D2L or via phone/text.
International Marketing

Course Information

Student responsibilities:
Each student is expected to log in regularly and engage with the course content on a regular basis.

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.

PLEASE ONLY SUBMIT .PDF FILES - ALL OTHER FILE FORMATS ARE SUBJECT TO REJECTION (NO CREDIT) IF I CANNOT OPEN THEM.

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 if 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 submitted 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

Suggested statement: In any business profession, ethics is of utmost importance, as numerous stakeholders rely on their employees to make important decisions. These decisions include accounting, management, human resources, marketing and any other aspect of the business world. It is the intent of the Department of Management and Marketing to foster and encourage integrity in all aspects of our classes. Therefore, there will be no tolerance of academic dishonesty, including but not limited to, plagiarism, cheating on examinations, papers, or other course-related work, copying or collaborating on assignments without permission, or other inappropriate conduct. Any instances of such academic dishonesty will be documented and reported to the Dean of the Rusche College of Business and the student will receive (up to) an F in the course.

Academic Integrity (4.1)

Definition of Academic Dishonesty: Please read the complete policy at http://www.sfasu.edu/policies/student-academic-dishonesty-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.

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.

Communicating with your Instructor
All email communication between student and professor should be done in a professional manner.

I expect you to communicate with me as soon as reasonably expected when you experience issues or emergencies. When this happens, I expect a professional email. Components of a professional email include:
- Capitalizing sentences
- Using correct grammar, spelling and punctuation
- Not using “shorthand”
- Closing messages with your name
- Proofreading Before you hit “send”
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.

With the exception of the first and last week, each module/week will begin on Monday and conclude the following Sunday at midnight.

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

Total Points 1,500 points

Grading Policy and Notable Assignments

**Syllabus Quiz:** You will be quizzed over important information relayed in this syllabus. **20 points**

**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.). **100 points.**

**Case Studies:** There will be four longer case studies assigned throughout the semester. 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 50 points, for a total of **400 points (4 x100 points).**
Course Timeline / Overview
refer to modules in D2L for detailed information on all assignments

Week 1
Getting Started & Chapters 1 - 3
July 3 - July 9
Connect Enrollment; Review Syllabus; Order Textbook; Read Chapters 1-3;
Complete Module Assignments for Chapters 1 -3
Complete Syllabus Quiz by July 5 @ 11:59 pm
Complete Case Study 1 by July 9 @ 11:59 pm

Week 2
Chapters 4-7
July 10 - July 16
Read Chapters 4-7; Complete Module Assignments for Chapters 4-7
Complete Case Study 2 by July 16 @ 11:59 pm

Exam 1 - Chapters 1-7 Due July 16 @ 11:59 pm

Week 3
Chapters 8-12
July 17 - July 23
Read Chapters 8-12; Complete Module Assignments for Chapters 8-12
Complete Case Study 3 by July 23 @ 11:59 pm

Exam 2 - Chapters 8-12 Due July 23 @ 11:59 pm

Week 4
Chapters 13-15
July 24 - July 30
Read Chapters 13-15; Complete Module Assignments for Chapters 13-15
Complete Case Study 4 by July 30 @ 11:59 pm
Complete Regional Analysis by July 30 @ 11:59 pm

Week 5
Chapters 16-19
July 31 - August 3
Read Chapters 16-19; Complete Module Assignments for Chapters 16-19
International Product Launch Due August 3 @ 11:59 pm

Exam 3 - Chapters 13-19 Due August 3 @ 11:59 pm
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).
University Resources (cont.)

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=hjdmvf.

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/.