Course Syllabus

MAR 4156  CRN 11217 Spring 2017

International Marketing
Tuesday - Thursday
1:30 pm-2:45 pm
Lutgert Hall 2208

Instructor: Dr. Ludmilla G. Wells, Associate Professor of Marketing
Office: Lutgert Hall 3300

Office Hours:
Tuesday 3:00 p.m.-5:00 p.m
Thursday: 10:30 a.m.- 11:30 a.m; 3:00 p.m.-5:00 p.m
Other times: Open Door or By Appointment
Contact Via: Canvas Mail (within 3 days)
Urgent eMail lwells@fgcu.edu (within 24 hours)

A new way to visualize the global economy  Link
20 Years of Global Migration—in One Chart  Link

REQUIRED TEXT: International Marketing.

COURSE DESCRIPTION: This course involves you in the role & process of international marketing, advances team building and work group skills. It covers a wide range of concepts including global and trade marketing, cross-cultural consumer behavior and communication, social responsibility, and the legal processes and problems associated with importing/exporting, and establishing business operations in foreign countries.
COURSE GOAL: By the end of the course students will be able to: Differentiate between economic, political, social and cultural environments and the implications in a competitive global marketplace.

TEACHING METHOD: This is not a traditional listen-to-a-lecture based course. The course is built on the Socratic method that focuses on developing critical thinking and analytic skills. Mixed-method teaching approaches include active participation in class and interactive discourse on line (CANVAS and FACEBOOK see GoingGlobal_2k15).

- The Socratic method searches for general, commonly held truths that shape opinion, and scrutinizes them to determine their consistency with other beliefs.
- The phrase Socratic questioning is used to describe a kind of questioning in which an original question is responded to as though it were an answer. This in turn forces the first questioner to reformulate a new question in light of the progress of the discourse.
- The most significant difference between this activity and most typical classroom activities involves the role of the teacher. In Socratic Circles the students lead the discussion and questioning. The teacher’s role is to ensure the discussion advances regardless of the particular direction the discussion takes. Source: Link (Links to an external site.)This page was last modified on 27 December 2014. Text is available under the Creative Commons AttributionShareAlike License; additional terms may apply.

STUDENT LEARNING GOALS, by the end of the term you should be able to:

1. Differentiate between economic, political, social and cultural implications between emerging, developing, and market economies (Assessment: Case Analyses)
2. Discuss various methods of importing/exporting including barriers to trade, pricing strategies, global logistics, and retailing (Assessment: Reports, Country Notebook)
3. Identify issues relevant to developing new products and setting branding strategy in a multinational environment (Assessment: Case Analyses, Reports, Country Notebook)
4. Identify the various intricate nuances in developing and managing ethical global marketing communication (Assessment: Reports, Country Notebook)

The course also addresses a number of learning goals for our business undergraduate program. With respect to these, students upon completion of this course should be able to....

Understand the business environment Be effective problem solvers
Be effective communications Have interdisciplinary business knowledge

As of Fall 2015, all faculty members are required to use Canvas to confirm a student's attendance for each course by the end of the first week of classes. Failure to do so will result in a delay in the disbursement of your financial aid. The confirmation of attendance is required for all students, not only those receiving financial aid.

Each Student’s first QUIZ for this course meets this requirement.

Les QUIZ is due Friday, January 13 @ 5:00pm
Assignments

**Reports with Decks (Self-selected Teams)**

A Report is a written Team assignment (12-15 pages) and a 12-15 minute oral presentation with a Deck (PPT). These reports give you the chance to work together as an intense, collaborative marketing unit. Each team member will earn the same score for each report and presentation.

Each Team will conduct appropriate secondary research. The *Publication Manual of the American Psychological Association, Sixth Edition* is the standard format for citations/references used within the Lutgert College of Business. A FREE tutorial is located here APA Style.

Reports are due on the weeks/dates on the schedule or as announced in class.

Reports are typed and stapled (upper left corner). No handwritten or unstapled/unbound work will be accepted, unless indicated.

Reports and Decks are uploaded to Canvas **before class @ 1:30pm** on the due date.

A Report Guide will be reviewed in class and posted to Canvas approximately two weeks prior to the report due date.

**Cases with Discussions & Written Responses (Assigned Members GroupD)**

GroupD case analyses will be assigned during the semester. The analysis will reflect and include lecture notes, other cases, reports, videos, posts to and links on Canvas, and assigned textbook readings. You must use at least one article from any of the following: Bloomberg Business, BusinessWeek, The Economist, The New York Times, The Financial Times, WSJ, Advertising Age, Brandweek, among other business publications.

Each Case write-up is preceded by a Discussion on Canvas by each GroupD. These interactive GroupD discussions will incorporate credible, contemporary sources to support a POV of key issues prior to collaborating on a final written response. Additional details are included with each case discussion.

**Note:** If a GroupD member does not participate in the Discussion on Canvas, then that individual will not receive credit for the collaborative written response.

GroupD Case discussions will begin on Canvas and the written responses will be submitted to turnitin on Canvas. Randomly selected, one GroupD will present in class as schedule on the calendar. Each Case will have different specific instructions, questions, and rubric. The same GroupD members will work together on assigned cases throughout the semester.

**Exams**

Two exams will be scheduled near mid-term and at the end of the semester. Each exam will cover specific chapters and will be announced in class and posted on CANVAS. Exams are individual effort.

**Country Proposal and Presentation**

The course focuses on the development of insights and understanding in preparing a comprehensive marketing plan proposal to introduce a new/existing product to a specific country in real time, real world situations. The Proposal will be developed on the basis of Team Reports #1, #2, and #3 with corrections and additions to the content.

The final written report is the Final Marketing Plan Proposal. It will include refined, revised, edited, enhanced information from previous reports and will be at least 15 pages, but not exceed 20 pages excluding the cover page, table of contents, executive summary, references/citations, and
appendices. A formal, 15-minute presentation with a crisp, clear deck will be made by each team. The final Marketing Plan Proposal Guideline will be posted to Canvas after Report #2

Writing Policy, APA Style Citations, Document Format
All Written assignments are scored electronically. The scores are posted to the grade book located in Canvas. Therefore, all work must be prepared using only MS Word. All students are expected to communicate effectively in written English. Proper attention to grammar, spelling, punctuation, and proofreading is required. Assignments with two or more errors on any assignment will lead to a reduced grade. Each team member will earn the same score for each team/group assignment. **Someone should do a final check...**

All assignments are to be in MS Word only, unless you are instructed otherwise or when using media specific formats and software. **Name your document - Country.docx.**

1. Format: Use 1.25” margins all around; Times Roman 11-point type font, double space; new paragraph indent .3” tab. This format is for all submitted work except the Final Proposal. This format facilitates feedback.
2. You must USE PAGE NUMBERS.
3. Students must submit their work with the country, product, and team members' name in the header of the document.
4. **Do not write in the First Person** (I, we, us, our, etc.).
5. All students are expected to communicate effectively in written English. Proper attention to grammar, spelling, punctuation, and proofreading is required. Assignments with inadequate attention to syntax and mechanics of language will receive a lower grade.
7. **No Wikipedia and No Encyclopedias and No Dictionaries** for sources or citations...EVER.
8. Typically, two or more serious errors on any assignment will lead to a reduced grade.
9. All work is submitted to Turnitin.com via Canvas.

**PLAGIARISM** Please remember that plagiarism is a serious offense and will not be tolerated. Plagiarism in projects will result in a failing grade and may lead to more serious consequences. Therefore, your projects must be original material. To check your work, a Turnitin.com box will be available for your work.

**TURNITIN.COM** Students who take this class must be prepared to submit electronic copies of some or all assignments to Turnitin.com for the detection of plagiarism. The University expects that all students will be evaluated and graded on their own work. If you use language, data, or ideas from other sources, published or unpublished, you must take care to acknowledge and properly cite those sources. Failure to do so constitutes plagiarism. Papers that are submitted to Turnitin.com become part of the Turnitin.com student paper database solely for the purpose of detecting plagiarism. If you choose to request that your paper(s) not become part of the Turnitin.com student papers database this must be communicated to me in writing by the second week of the course. All subsequent written work will require the cover page and first cited page of each reference source to be photocopied and submitted with each paper, report, or proposal.

**Grade Range Standards**

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<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>100% to 93%</td>
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<tr>
<td>A-</td>
<td>&lt;93% to 90%</td>
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<tr>
<td>B+</td>
<td>&lt;90% to 88%</td>
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<tr>
<td>B</td>
<td>&lt;88% to 83%</td>
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<tr>
<td>B-</td>
<td>&lt;83% to 80%</td>
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<tr>
<td>C+</td>
<td>&lt;80% to 78%</td>
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C  <78% to  70%
D  <70% to  60%
F  <60%

**Peer Evaluations (Team only)**
Peer feedback scores can directly raise or lower your final individual grades. Please be aware that the majority consensus among team members will have the most significant effect. Majority consensus with clear explanations is also likely to influence the instructor's impressions of the individual's contribution to the Reports and final Proposal. This means that if the vast majority of one's peers feel that an individual performed significantly above or below the mean, that individual's group final Proposal and Presentation score will definitely be affected.

Failure to complete and upload a PDF Peer Evaluation at 1:30pm on Report Presentation day results in an automatic two (2) point Report score reduction in addition to cumulative peer evaluation adjustments.

**Due Dates**
All course assignments and peer evaluations are due on the days scheduled without exception. Any changes in schedule/due dates will be announced in class and posted to Canvas. Failure to complete or post a Report and Deck or Canvas Case Discussion and Analysis on the due date/time results in no credit, "0".

- No Extra Credit or Extra Work is given to satisfy course requirements, missed assignments or improve final grades.
- NO LATE WORK WILL BE ACCEPTED.
- NO MAKE-UPS ARE AVAILABLE.

**Points Assigned to Written Work**
- 50/25  Excellence!
- 45/22.5  Really, really good work.
- 40/20  Good work that needs fixing.
- 35/17.5  It's Okay work that needs corrections overall.
- 30/15  Good try, but needs major modification.
- 25/12.5  You tried, but something is very wrong.

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<thead>
<tr>
<th>Composition Course Grade</th>
<th>Format/Type</th>
<th>100%</th>
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<tbody>
<tr>
<td>Reports with Decks</td>
<td>Written/Oral/Team</td>
<td>30%</td>
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<tr>
<td>Cases with Analysis</td>
<td>GroupD</td>
<td>10%</td>
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<tr>
<td>Exam 1</td>
<td>Written/Individual</td>
<td>10%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>Written/Individual</td>
<td>10%</td>
</tr>
<tr>
<td>Final Marketing Proposal</td>
<td>Written/Team</td>
<td>25%</td>
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<tr>
<td>Final Proposal Pitch &amp; Deck</td>
<td>Oral/Team</td>
<td>15%</td>
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If you miss an exam or score below 70% on either exam, you have the option to replace only one of the Exam scores. The replacement exam is a comprehensive exam and scheduled during final exam week.

Controllables

Ø **Attendance, Absences, Religious Holidays** Class attendance is required and roll will be taken. Two unexcused absences will impact and lower your final course grade by one grade level. All other unexpected issues and situations should be addressed with me. All students at FGCU have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. [http://www.fgcu.edu/generalcounsel/policies-view.asp](http://www.fgcu.edu/generalcounsel/policies-view.asp)

Ø **Academic Behavior Standards and Academic Dishonesty** All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. The FGCU Student Guidebook is available online at [http://studentservices.fgcu.edu/judicialaffairs/new.html](http://studentservices.fgcu.edu/judicialaffairs/new.html)

Ø **Classroom Environment** You will be expected to practice civility in this classroom, giving attention and respect to your classmates, instructor, guests, and visitors - especially during their presentations. **ALL Cell Phones and other personal electronic devices must be TURNED OFF AND PUT AWAY** (out of sight) especially during guest lectures, oral or video presentations. To take notes, please bring paper and a writing instrument.

**First Violation** – Fair Warning; **Second Violation** – you will be asked to leave the classroom for the remainder of that class session; **Third Violation** – you will be asked to leave the classroom for the remainder of that class session it will be recorded as an unexcused absence; **Fourth Violation** – you will be asked to leave the classroom for the remainder of that class session it will be recorded as a second unexcused absence.

Ø **Disability Accommodations Services** FGCU, in accordance with the ADA and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930

Ø **Video and Audio Taping of Class Lectures or Photography of Presentation Material** There will be no audio or video recording of this class unless approved by the Office of Adaptive Services. You may not photo capture any displayed course material.