

**International Marketing**  
**Summer I 2015**  
**MKT 586 – Web Class**

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Classroom: Web Class; Class time: 6/8/2014 through 7/9/2014

<b>Instructor:</b>	Dr. Ruiliang Yan, Ruiliang.Yan@tamuc.edu
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**Course Text:**

Students will need the below text for this class. Because this course provides a comprehensive and practical introduction to marketing, it necessitates the text. An earlier or next edition of this text is not an acceptable substitute because their organization and coverage of issues, topics, and cases have changed.

**TEXTs:**

Text 1. Cateora, Philip and John Graham (2010), International Marketing, 15<sup>th</sup> edition, Irwin McGraw Hill. ISBN: 9780073529943

- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail every day and response quickly, so this is the best way to reach me.

**eCollege live:** If you would like to talk through eCollege live, please email me your convenient time. Then we can talk through eCollege live. Thanks.

**COURSE OBJECTIVES:**

**Welcome to International Marketing (IM)!** This course aims to examine the global opportunities and impediments that commonly confront an international marketing manager. Once a firm decides to expand across national boundaries and into foreign markets, it will face an expanded set of complex factors including market barriers and cultural differences. Some of these factors are different from those of the familiar domestic environment and need careful examination. Familiarity with, and understanding of, these factors can lead to formulating a *comprehensive* and *integrated* marketing approach to exploit the opportunities and to avoid impediments.

The primary objectives of this course are:

1. To help the student develop a systematic approach for dealing with international marketing problems through an understanding of the international framework of organizations, laws and practices that effect marketing.

2. To create student awareness and sensitivity regarding economic, political, and cultural differences among other nations as they affect marketing.
3. To guide students in developing skills in gathering information, drawing conclusions and presenting the material for an international marketing plan that could be used to show prospective employers.

**Style and format for case analysis:**

Students are expected to write skillfully and professionally in the workplace. Accordingly, the instructor intends to hold **students accountable for the quality of the written work they submit.**

TAMU-Commerce uses the eCollege course management system format for its web-enhanced course. It is strongly recommended that you take the Student Orientation Tutorial provided. After taking the Student Orientation Tutorial, if you have questions about how the eCollege course management software works, please click on the ? Help button at the top right-hand side of your browser screen. If you can't find the answer to your question in these Help pages, you may click on the HelpDesk button in the left-hand navigation bar of the Help pages and email the HelpDesk through the form provided.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by clicking on the HelpDesk link in the Help pages as described above, or by sending an email directly to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org). You may also reach the HelpDesk by calling (toll-free) 1-866-656-5511.

For additional help with written assignments, please contact the Online Writing Lab at <http://www.tamu-commerce.edu/litlang/writingcenter/default.asp>.

**Academic Honesty**

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

**Course Format:**

**COURSE GRADING:** Final grades are based upon the Official University policy.

**Distribution:**

The following scale will be used to grade the students:

90% =< A    80-89.9% B  
70-79.9% C    60-69.9% D  
F (60% below) = Failure

**Grading Components:**

Discussions 40 points  
Group Paper 100 points  
2 Individual Exams 200 points (each costs 100 points)  
Total 340 points

**Course Requirements:**

**PLEASE NOTE: All discussions, exams, and paper must be completed on the due date. Any late discussion, exam, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.**

**Bio**

Please post your Bio in student lounge in eCollege to find your best-match group members. Then you can start your group paper immediately. You do need to start your group project ASAP in order to have a nice grade.

**Discussions**

All the discussion topics were posted under the different weeks in eCollege. Please to login to read them and also please see the following Discussion Rubric for details about discussion.

<b>Discussion Rubric</b>			
<b>Task</b>			
↓	<b>Accomplished</b>	<b>Proficient</b>	<b>Needs Improvement</b>

Posting	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (10 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (7 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (3 point)
Reply including asking a question	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (10 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (7 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (3 point)
Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (10 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (7 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (3 points)

## Group Paper

Please do a research from A&M library or google.com to write a paper about “*What are the marketing strategies (i.e., product, promotion, place, price, and competitive environment) of Apple Inc.?*” (a successful big international company). The group paper (Word paper) is due on July 9, 2014.

This is a group project. Paper (as a **Word attachment**) is to be submitted directly to the **DROPBOX. Late projects will not be acceptable.** The maximum pages for the paper should be no more than 15 content pages, using Times New Roman, 12 point font, and APA. However, I prefer single space, but it is your option on which to use. (Please note that a maximum of 15

content pages of content that this means I do not want any paper longer than that (quantity **NEVER** equals quality). In addition, you should cite at least 10 credible sources in the paper (no more than 3 websites may be used). You will need to include a title page with your name, table of contents, 15 pages of content, a reference list, and an appendix (if necessary). You are required to use APA format for the entire paper.

Each group consists of 1-4 members. Please select and form your own group members at your earliest convenience and start your project ASAP. Thanks.

Each group has ONE opportunity to ask my feedback on your project draft. However, please double-check your grammar and English writing before you send your project to me and ask my feedback.

**IMPORTANT: The group project should be submitted to the DROPBOX Week 5 Assignment.** I will use tunitin.com to check. **No project will be accepted for grading if the turnitin.com percentage is greater than 30%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

**Paper Rubric 1 - Please note: grading is on the whole paper, not on the individual sections**

Marketing Strategy Elements	Points Possible	Points Earned	Comments
<p>Marketing Strategy Format Guidelines</p> <p>Times New Roman Font 12, Single Spaced, 1" margins all over the paper. Follow APA throughout the paper which includes citations and references. Properly validate the information discussed in the paper.</p> <p>Table of contents: organized, pages numbered, accurate.</p>	5 Points		

<p>Language Arts Skills</p> <p>Spelling, grammar, punctuation, sentence</p> <p>Structure. Follow proper transitions.</p> <p>Please note: Major errors in structure, sentences, spelling, grammar, paragraph transactions or APA formatting will receive 0-5 points.</p>	<p>15 points</p>		
<p>Executive Summary</p> <p>Introduction</p> <p>Company overview</p> <p>Market opportunity overview</p>	<p>20 Points</p>		
<p>Situation Analysis (Study internal and external environment of the organization)</p> <p>Industry sector description</p> <p>SWOT Analysis</p> <p>Target Market Analysis</p> <p>Demographic characteristics of market</p> <p>Psychographic characteristics of market</p> <p>Behaviors of target market</p> <p>Strategies appealing to market</p>	<p>25 Points</p>		

<p>Marketing Mix</p> <p>Product Strategy (Product Mix)</p> <p>Pricing strategy</p> <p>Distribution plan</p> <p>Promotional message</p> <p>Media plan</p> <p>Promotion &amp; advertising plan</p> <p>Positioning strategy</p> <p>Competitive Analysis (Comparing organization with Competitors' Discuss the 4P's of marketing mix with competitors')</p> <p>Competitors' strengths</p> <p>Competitors' weaknesses</p> <p>Organization's competitive advantage</p>	<p>25 Points</p>		
<p>Challenges/ Contingency Plan (Analyses of internal environment and external environment)</p> <p>Internal risks</p> <p>External risks</p> <p>How risks will be avoided</p> <p>Actions when risks occur</p>	<p>10 Points</p>		
<p>Recommendations/ Growth Plan</p> <p>Description of growth plan</p> <p>Strategies for market penetration</p> <p>Strategies for product development</p> <p>Strategies for market development</p> <p>Strategies for diversification</p>	<p>10 Points</p>		

Conclusion			
Main findings of the marketing plan			
<b>Total Points</b>	<b>100 Points</b>		

## Paper Rubric 2

	<b>Proficient</b>	<b>Needs Improvement</b>	<b>Unacceptable</b>
30	Utilized appropriate theories and concepts and applied correctly (25-30 points)	Minor errors in utilization of theories and concepts with limited application. (15-24 points)	Did not utilize or apply theories or concepts correctly (0-5 points)
30	Appropriately addressed ALL key requirements and/or questions of the assignment (25-30 points)	Addressed some of the key requirements and/or questions of the assignment (15-24 points)	Did not address the key requirements and/or questions of the assignment (0-5 points)
20	All members work together on ALL sections of the assignment (not divided among members). Members utilize the appropriate tools for distance group work and overcome communication and other group challenges. (15-20 points)	Most members worked together on most sections of the assignment (some division among members). Members had limited success in using the appropriate tools for distance group work with limited success in overcoming communication and other group challenges. (10-14 points)	Members divided the sections of the assignment up between themselves (complete division among members). Members failed to use appropriate tools for distance group work and failed to overcome communication and other group challenges. (0-5 points)
20	No errors in structure, sentences, spelling, grammar, or APA formatting (20 points)	Minor errors in structure, sentences, spelling, grammar, or APA formatting (6-10 points)	Major errors in structure, sentences, spelling, grammar, or APA formatting (0-5 points)
100	100 - 90	89 - 70	69 - 50

## Peer Evaluation of Group Paper

Each group member is expected to contribute equally to your group work.

If you are satisfied with each of your group members, do not send me anything. Save your time ☺ If you are NOT satisfied, please rank each of your group members and give the reason. Then type your evaluations in a Word document and submit it to Dropbox of eCollege. The instructor reserves the right to adjust grades based on input from the peer evaluations. **If half of your group members complain about your contribution to group work, then your grade will be deducted at least 30 points.**

## Exams



There will be 2 exams for this course. All exam questions are based on textbook. Please read textbook a couple of times, then you will be fine. Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you the exam dates through emails. Please check your email frequently.

These will be INDIVIDUAL exams and are not intended for any type of group work. Each exam has two parts (you can take each part separately in a different time) and each part has 1 hours and 40 minutes with around 50 multiple choice and T/F questions that will be used to test your knowledge of all materials associated with the course.

### **Marketing 586 Class Schedule**

The nature of this course requires that much be done in a short period of time. You are advised to plan your personal schedules accordingly. All dates listed are due dates for assignments and readings. You must turn in the required items by the date listed.

<b>WEEK/DATES</b>	<b>CHAPTERS</b>	<b>All discussions and exams are Due on Sunday, 11:59PM.</b>
<b>Weeks 1 and 2</b>	<b>Chapters: 1-9</b>	<p>Discussion starts in Week 2</p> <p>Exam I covers chapters 1-9 on Week 2</p> <p>Exam I, which include exams #1 and #2), has two parts (you can take each part separately in a different time) and each part has 1 hours and 40 minutes with around 50 multiple choice and T/F questions.</p>
<b>Weeks 3 and 4</b>	<b>Chapters: 10-19</b>	<p>Discussions on Weeks 3 and 4</p> <p>Exam II covers chapters 10-19 on Week 4</p> <p>Exam II, which include exams 3 and 4, has two parts (you can take each part separately in a different time) and each part has 1 hours and 40 minutes with around 50 multiple choice and T/F questions.</p>
<b>Week 5</b>		<p>Discussion on Week 5</p> <p>Group Paper is due on July 9, 2014.</p>

□ **THIS WEEKLY SCHEDULE IS TENTATIVE.**

**Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. 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 have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services  
Texas A&M University-Commerce  
Halladay Student Services Building  
Room 303 A/D**

**Phone (903) 886-5150 (903) 886-5150 or (903) 886-5835 (903)  
886-5835**

**Fax (903) 468-8148**

[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)