

International Marketing
Fall 2015
MKT 586 – Web Class

Classroom: Web Class; Class time: 8/31/2015 through 12/18/2015

Instructor:	Dr. Ruiliang Yan, Ruiliang.Yan@tamuc.edu
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Commerce:	Office Phone: 903-886-5710

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, 15th 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, 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 to **Prepare Students for an Interconnected World:**

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.

- Students will be able to demonstrate knowledge of the interconnectedness of global dynamics (issues, processes, trends, and systems).
 - Students will be able to apply knowledge of the interconnectedness of global dynamics.
2. 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.
 3. To create student awareness and sensitivity regarding economic, political, and cultural differences among other nations as they affect marketing.
 4. 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. 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:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Grading Components:

Student Bio (5 points)

Discussions (27 points)

4 Individual Exams (200 points)

Semester Group Paper (100 points)

Total 332 points

Course Requirements:

PLEASE NOTE: All discussions, exams, case and project must be completed on the due date. Any late exam, project and assignment 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, typed when required and handed in with proper attention to grammar, punctuation, and spelling.

Bio

Please post your Bio in eCollege in discussion of week 1 (due date is the end of week 1).

Exams

There will be 4 exams for this course. All exam questions are based on textbook. Please read textbook a couple of times very carefully and digest the materials, 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. **We have exam 1 (covers chapters 1-5) on week 4, exam 2 (covers chapters**

6-9) on week 8, exam 3 (covers chapters 10-14) on week 12, and exam 4 (covers chapters 15-19) on week 15.

These will be INDIVIDUAL exams and are not intended for any type of group work. Each exam 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.

Discussions (each week's discussion must be due on that week)

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.

Discussion Rubric			
Task			
↓	Accomplished	Proficient	Needs Improvement
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, (3 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. (2 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. (1 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, (3 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. (2 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. (1 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, (3 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. (2 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. (1 points)
Use correct grammar, punctuation, and American Psychological Association (APA) format.	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off)	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-1 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-2 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 Alibaba?*” (a successful big international company). The group paper (Word paper) is due on December 18, 2015.

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 20 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 20 content pages of content that this means I do not want papers longer than that (quantity **NEVER** equals quality). In addition, you should cite at least 12 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, 20 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 1-5 members. Please select and form your own group members at your earliest convenience

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

IMPORTANT: I will use tunitin.com to check. **No project will be accepted for grading if the turnitin.com percentage is greater than 30%. For a grade “A” project, its turnitin must be less than 20%. 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 section/part

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 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>			15 points
Executive Summary	5 points		
<p>Introduction</p> <p>Company overview</p> <p>Market opportunity overview</p>	15 Points		
<p>Situation Analysis</p> <p>Internal parameters (SWOT analysis)</p> <p>External factors (i.e., cultural, economic and</p>			

<p>competitive)</p> <p>Industry sector description</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>	25 Points		
<p>Marketing Mix</p> <p>Product Strategy (Product Mix)</p> <p>Pricing strategy</p> <p>Place/Distribution plan</p> <p>Promotional message</p> <p>Media plan</p> <p>Promotion & 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>	30 Points		
<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>	10 Points		

Actions when risks occur			
Recommendations/ Growth Plan Description of growth plan Strategies for market penetration Strategies for product development Strategies for market development Strategies for diversification Conclusion Main findings of the marketing plan	15 Points		
Total Points	100 Points		

Paper Rubric 2

	Proficient	Needs Improvement	Unacceptable
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 under week 15. 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.**

ACCESS AND NAVIGATION

Pearson LearningStudio (eCollege) Access and Log in Information

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [myLeo](http://www.tamuc.edu/myleo.aspx).
<http://www.tamuc.edu/myleo.aspx>

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login to Pearson LearningStudio, click on the “My Courses” tab, and then select the “Browser Test” link under Support Services.

Pearson Learning Studio Student Technical Support

Texas A&M University-Commerce provides students technical support in the use of Pearson LearningStudio.

Technical assistance is available 24 hours a day/ 7 days a week.

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 Pearson LearningStudio Help Desk, available 24 hours a day, seven days a week.

The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with a Pearson Learning Studio Representative.

- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson Learning Studio Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with Pearson LearningStudio Technical Support Representative.

Accessing Help from within Your Course: Click on the *'Tech Support'* icon on the upper left side of the screen inside the course. You then will be able to get assistance via online chat, email or by phone by calling the Help Desk number noted below.

Note: Personal computer problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, an Internet cafe, or a bookstore, such as Barnes & Noble, etc.

Policy for Reporting Problems with Pearson LearningStudio

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure **MUST** be followed:

1. Students must report the problem to the help desk. You may reach the helpdesk at helpdesk@online.tamuc.org or 1-866-656-5511
2. Students **MUST** file their problem with the helpdesk and obtain a helpdesk ticket number
3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and to provide me with the helpdesk ticket number
4. At that time, I will call the helpdesk to confirm your problem and follow up with you

PLEASE NOTE: Your personal computer/access problems are not a legitimate excuse for filing a ticket with the Pearson LearningStudio Help Desk. You are strongly encouraged to check for compatibility of your browser **BEFORE** the course begins and to take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform. **ONLY** Pearson LearningStudio based problems are legitimate.

Internet Access

An Internet connection is necessary to participate in discussions and assignments, access readings, transfer course work, and receive feedback from your professor. View the requirements as outlined in Technology Requirements above for more information.

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at myLeo. <https://leo.tamuc.edu>

Learner Support

Go to the following link [One Stop Shop](http://www.tamuc.edu/admissions/onestopshop/)- created to serve you by attempting to provide as many resources as possible in one location. <http://www.tamuc.edu/admissions/onestopshop/>

Go to the following link [Academic Success Center](#)- focused on providing academic resources to help you achieve academic success.

<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

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-commerce.edu