



**MKT420 GLB/International Marketing -Spring 2020
WEB COURSE SYLLABUS**

Professor: Dr. Yuying Shi
Email: yuying.shi@tamuc.edu
Office Location: BA 320
Office Phone: 903-886-5692
Office Fax: 903-886-5693
Office Hours: virtual office hour
Preferred Form of Communication: Email (always put course number in the subject line)
Communication Response Time: within 24 hours, no later than 48 hours (weekends)

To protect your academic privacy, please always send me emails from your tamuc.edu email. Please use emails to ask me questions. This is the fastest way to reach me.

COURSE INFORMATION

Required Text and Materials:

International Marketing, 11 Ed., by Terpstra, Foley and Sarathy (Naper Publishing Group, 2016).
The ISBN is 978-0-9817293-8-1.

The text is absolutely essential to succeeding in this course.

Course Description

International marketing is the application of marketing principles in more than one country, by companies overseas or across national borders. International marketing is based on an extension of a company's local market strategy, with special attention paid to market identification, targeting and decisions internationally. This course provides coverage of a broad survey of international trade for imports and exports.

Adaptation to different cultures and ethics for global competition in US markets are extensively analyzed. Prerequisites: MKT306, ECO 2301 and ECO 2302, junior standing.

Student Learning Outcomes

1. Demonstrate understanding of global marketing environments, including cultural, political, economic and technological factors.
2. Evaluate viability of international markets, focusing on various ways to enter new markets.
3. Demonstrate knowledge of the interconnectedness of global dynamics (issues, processes, trends and systems).

4. Apply knowledge of the interconnectedness of global dynamics through market targeting and developing a marketing mix for a specific international market.
5. View themselves as engaged citizens within an interconnected and diverse world.

Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

Instructional Methods

The course will use a combination of lecture ppts, cases and online discussions. The D2L environment will be used for class related material and document posting.

Student Responsibilities or Tips for Success in the Course

Regularly logging into the course website is required. Students are required to check their email at least once a day to avoid missing notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is students' responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

Deadlines are absolute:

All discussions, assignment and exams must be completed on the due date. **Late work will not be accepted and will be graded as zero.**

Email Policy:

When you send me email, be sure to include the course title (MKT420) and section number in the subject line. I receive more than 50 emails a day. To ensure that your email reaches my inbox and reduce confusions, do include your course title and section number in your email subject line.

Academic Honesty Policy

Students are required to sign and return the academic honesty policy document during the first week of the class. Any form of cheating is not allowed or tolerated in this class and will be reported to the college and graduate school. The cheating includes but is not limited to: copying, lying, copying from another's assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

GRADING

Type	Number	Points	Total
Exams	3	100/each	300
Individual Assignment (global citizen journal)	4	50/each	200

Individual Assignment (cases)	2	50/each	100
Team marketing plan	1	300	300
Course Points Total			900

Your final grade is your total points earned divided by the course's total points.
The following scale will be used to assign final grades:

SCORE	>=90	80-89.9	70-79.9	60-69.9	<60
GRADE	A	B	C	D	F

Assessments

	Points	Percentage in grade	Relating to Outcome
Exams	300	33.3%	1,2,3,4,5
Cases	100	11.1%	1,2,3,4,5
Journals	200	22.2%	1,2,3,4,5
Team plan	300	33.3%	1,2,3,4,5
Total	900		

Exams.

Three exams will be given during the semester. These exams will cover textbook readings, lecture material, videos, and even possible guests' lectures. Basically, you are responsible for all of the material presented in the class. There is no make-up exam. Each exam time limit is approximately 2 hours. You will not be able to print exams. Exams are not resettable. Access to the exams will be restricted after the due date.

Cases:

You will be required to finish two individual case analyses. Detailed instruction will be posted on D2L. All case assignment should be put in corresponding assignment folders.

COURSE SCHEDULE

	Chapter	Assignment	Due date
Unit1	1-5	<i>Complete academic honesty document</i>	19-Jan
		Global Citizen Journal 1	26-Jan
		Global citizen Journal 2	9-Feb
		<i>Exam 1 (chapter 1-5)</i>	25-Feb
Unit 2	6-10	Send topic for team project to professor for approval.	1-Mar
		Global citizen Journal 3	8-Mar
		Individual case I	15-Mar
		<i>Exam 2 (chapter 6-10)</i>	31-Mar
Unit 3	11-15	Global citizen Journal 4	5-Apr
		Individual Case II	12-Apr

Exam 3 (chapter 11-15)

28-Apr

Complete Team projects and peer evaluation

3-May

Note: The above schedule is subject to change at the discretion of the instructor.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection 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, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Email Response:

The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). In weekend, the response time can be 48 hours.

Assignment Policy

All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Deadline

Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional conditions, a late assignment maybe accepted with the permission from the professor. However, under no circumstances will an assignment be accepted more than one week late.

Time Zone:

The default time zone is Central Standard Time (CST) for all assignments, exams, discussions etc.

Extra credit policy:

NO extra credits will be awarded for individual students. Don't attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive

learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

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

Gee Library- Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

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

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.