



Syllabus

International Marketing Management

IBUS 1354-0005 | CRN: 25847

Campus: Central | Classroom: JDB 211

Fall, 2014

Tuesday/Thursday | 10:00 a.m. – 11:30 a.m. (Web Enhanced)

Instructor: Kimberly Cade Davis

Contact Phone Number: (832) 287-2583 (Cell)

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Campus Office: BSCC 206

Office Hours: in classroom before and after class by appointment

Revised August 26, 2014

<p><i>Assignments and due dates contained in the syllabus are subject to change</i></p>

COURSE DESCRIPTION

Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, and distribution factors. Development of an international export/import marketing plan.

PREREQUISITES

None

FREQUENT REQUISITES

- ENGL 0300 or 0347
- GUST 0342 (9th -11th Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

COURSE SEMESTER CREDIT HOURS

Credit Hours = 3.00

Lecture Hours = 3.00

Laboratory Hours = 0

Total course contact hours = 48

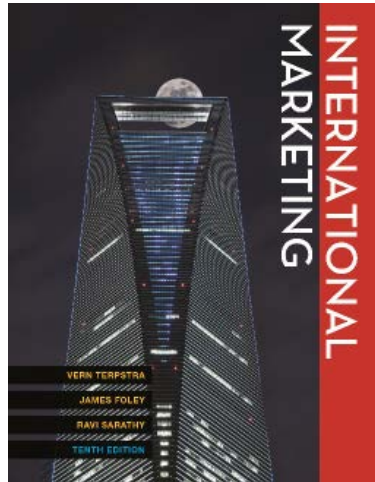
COURSE LENGTH

16 weeks

TYPE OF INSTRUCTION

Web Enhanced (In class lectures and exams. Homework and projects will be submitted online)

TEXTBOOK INFORMATION



Title: International Marketing, 10th edition

Author: Vern Terpstra, James Foley, Ravi Sarathy,

Publisher: Naper Publishing Group

Copyright: 2012

ISBN-10: 0981729355

ISBN-13: 978-0981729350

COURSE GOALS

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES

1. Identify global issues and trends.
2. Examine legal issues and proper documentation necessary for international trade.
3. Analyze various sources of international business research.
4. Demonstrate knowledge of global and world geography.

COURSE STUDENT LEARNING OUTCOMES (SLO)

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

SCANS AND/OR CORE CURRICULUM COMPETENCIES

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

COURSE REQUIREMENTS AND GRADING POLICY

It is the policy of the Dean of Workforce that an Incomplete may be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time).

Text readings, class attendance and participation, cases, exams, a final paper are all required. Your final grade for this course is based on the total point system of 100 pts. as follows:

Three (3) exams	50 pts.
Four (4) case studies - Homework	20 pts.
International Business Final Project	20 pts.
Attendance	5 pts.
Participation	<u>5 pts.</u>
TOTAL	100 pts.

HCC GRADING SCALE

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
IP (In Progress)	0 points per semester hour
W(Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

TESTING

The format of the tests will be multiple choice questions with several short answer questions and a possible bonus question worth 5 pts.

MAKE-UP POLICY

There will be no make-up tests given in this course. The lowest test score will be dropped. If a student is unable to take an exam, the exam will be assigned a grade of zero (0). All assignments such as homework must be submitted timely. Late homework will not be accepted. Please make every effort to attend class regularly and monitor due dates carefully.

TO ACCESS STUDENT SERVICES POLICIES ON THE WEB SITE

<http://hccs.edu/student-rights>

PROJECTS, ASSIGNMENTS, PORTFOLIOS, PRESENTATIONS, SERVICE LEARNING, INTERNSHIPS, ETC.

Specific Assignments:

1. Homework (case studies) provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments. Each assignment will include questions that should be answered in depth, typed and double spaced using 10, 11 or 12

pt., Arial or Times New Roman. The student's name, the date and course (IBUS 1354 should be included at the top of the page. (See the attached example)

2. Three (3) exams will be given covering the reading assignments and class discussion. The questions relate to our current business environment and the application of human resources theory, application, and coursework. The format of the exams will be a combination of multiple choice and short answer.
3. A final project is a research paper, using the APA format, on an international marketing topic/product approved in advance by the instructor.
4. The class will spend the first 5 or 10 minutes discussing one topic currently in the news involving international business and/or international marketing. Each student is expected to make a contribution towards making the class stimulating for other class members. This includes arriving on time for class and remaining current on international business situations and/or events.

EGLS3 -- EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

COMMUNICATING WITH YOUR INSTRUCTOR - QUICKMAIL

Starting the week of 8/18, EAGLE ONLINE-2 Internal Email Tool Will Be Quickmail.

Email messages to your instructor must be sent via the online classroom. If sending a message from a "non" HCC email address you MUST include the course number **IBUS 1354**. Emails not sent in this manner will not be read.

Students need to use their HCC Student Email to read and/or reply to these messages. See your DE Orientation for further information about Quickmail.

CLASSROOM CONDUCT AND ETIQUETTE

Students are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook, and relevant sections of the Texas Education Code when interacting and communicating in a virtual classroom with faculty and fellow students. Students who violate these policies and guidelines will be subject to disciplinary action that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class from the class.

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during classroom or online discussion encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other. Unless you have turned in authorization from the Office of Ability Services, laptops will not be allowed in the classroom.

Common courtesy is an extremely important trait in the business world. It is a minimum requirement for getting and keeping most jobs. Using common courtesy in college is good practice for the real world.

The most basic idea is to not disrupt your classmates, or your instructor, during class. So, please

avoid behavior like: habitually coming to class late; maintaining steady conversation with neighbors during lecture or other class activities; taking (or making!) calls on your cell phone.

Respect in this classroom is reciprocal. I will respect you, your comments, opinions and beliefs and in return I expect you to respect my time and form of instruction, opinions and beliefs. Class disruption will not be allowed under any circumstances. It breaks my concentration and that of those who have paid for the privilege to be a part of this class. I reserve the right to dismiss students who violate this classroom conduct policy.

ACADEMIC HONESTY

SCHOLASTIC DISHONESTY (reference the HCCS STUDENT HANDBOOK)

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes, but is not limited to, cheating on a test, plagiarism, and collusion.

"Cheating" on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un-administered test;
- Bribing another person to obtain a test that is to be administered.

"Plagiarism" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.

ATTENDANCE AND WITHDRAWAL POLICIES

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. For additional information refer to the HCCS catalog. **IN THIS CLASS YOU ARE RESPONSIBLE FOR DROPPING THE CLASS IF YOU NO LONGER PLAN TO ATTEND. THE INSTRUCTOR WILL NOT DO THIS FOR YOU.**

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a "W" on your transcript. If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade ("F").

Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. *Remember to allow a 24-hour response time when communicating via email or telephone with your professor. Do not submit a request to discuss withdrawal options less than a day before the deadline.*

INTERNATIONAL STUDENTS

Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

STUDENTS WITH DISABILITIES

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office. Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor's "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. **PLEASE GET THIS INFORMATION TO THE INSTRUCTOR WITHIN THE FIRST TWO WEEKS OF THE SEMESTER.**

USE OF CAMERAS OR RECORDING DEVICES

Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

ELECTRONIC DEVICES

Students carrying cellular phones and other communications and entertainment devices into classrooms and in academic buildings where classes are being held must place them on "silent" mode.

Students are prohibited from using cellular telephones, communications and entertainment devices in the classroom. While class is in session, students will refrain from answering or communicating with such devices until class has been dismissed. Failing to comply could result in removal from class and a recorded absence for the session, rejection from the building or other disciplinary action.

LAPTOPS, NOTEBOOK, AND TABLET COMPUTERS

Students will not be allowed to use laptops, notebooks, and tablet computers during class.

GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT POLICY

Refer to the Student Handbook, Catalog and Schedule.

INCLEMENT WEATHER

HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. You may also receive a telephone notification; therefore it is important to notify the registrar's office whenever you change your phone number. Closure information is also posted on the HCC website (www.hccs.edu).

ACTIVITIES

You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Web resources at: www.hccs.edu/handbookHome2.html.

MATERIALS NEEDED

- Textbook
- Folder or binder in which to keep assignments and projects
- Internet access: Available in HCC computer labs if you do not have access to a computer at home.
- Storage Device (flash drive)
- An active HCC email account

STUDENT E-MAIL ACCOUNTS

The HCC e-mail system is Microsoft Exchange. You may access your account from anywhere, at anytime using a Web browser such as Netscape, Internet Explorer or Firefox. The URL to access the system is <http://webmail.hccs.edu>.

EAGLE ONLINE STUDENT USER ID

Your EO login user ID will be your HCC User ID (sometimes referred to as the “W” number) which you used for registration. All HCC students have a unique User ID. If you do not know your User ID you can look it up by visiting the HCC home page:

From www.hccs.edu, under the column “CONNECT”, click on the “Student System Sign In” link. Then click on “Retrieve User ID” and follow the instructions.

Or use the direct link to access the Student Sign-in page:

<https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG>

- The default student password is “distance.” Students will then be prompted to change their password after their first login. Please visit the DE Technical Support website if you need additional assistance with your login.
- Your initial password has been reset to your date of birth (mm/dd/yyyy). For example, the password for February 8, 1992 would be ‘02/08/1992).

Forgot your password or need help with your account?

- Call the Help Desk at 713.718.8800 (7 a.m. – 8 p.m.)

Sample Homework Assignment #1

THIS IS AN EXAMPLE OF HOW HOMEWORK ASSIGNMENTS SHOULD BE COMPLETED.

CASE 1-2: McDonald's Expands Globally While Adjusting Its Local Recipe

1. Identify the key elements in McDonald's global marketing strategy (GMS). In particular, how does McDonald's approach the issue of standardization?

The popularity of American-style hamburgers, fries, and soft drinks is growing around the world. The restaurants offer the consumers a chance to experience for themselves a fast food legend.

In many locations, menu items are adapted according to the customs and tastes of individual countries. For example, in India where the Hindu religion prohibits eating beef, McDonald's sells the Maharaja Mace which uses lamb in place of beef.

2. Do you think government officials in developing countries such as Russia, China, and India welcome McDonald's? Do consumers in these countries welcome McDonald's? Why or why not?

McDonald's and other franchises with well-known brand names are generally welcome. Such businesses provide jobs and employee training.

McDonald's does a good job of earning the support of local authorities and the local population by working with agricultural producers to develop local supply sources for beef, potatoes, and dairy products. As lifestyles change globally, more people are embracing the concept of fast food.

3. At the end of 2003, McDonald's announced it was selling the Donatos Pizza unit. Then, in 2006, the Chipotle chain was spun off. In light of these strategic actions, assess McDonald's prospects for success beyond the burger-and-fries model.

McDonald's spent a period of time acquiring businesses they believed to be complimentary to their core business but in the end this strategy backfired. Competitors made inroads in the burgers and fried business. The company reasserted themselves in their core business; they reestablished themselves as innovators in the market.

McDonald's learned that attention cannot be diverted from their core business model.

4. Is it realistic to expect that McDonald's – or any well-known company – can expand globally without occasionally making mistakes or generating controversy? Why do anti-globalization protesters around the world frequently target McDonald's?

McDonald's has a reputation for being sensitive to local issues and mentalities. One of the company's guiding principles is that our restaurants should always be a reflection of the communities they serve.

Another issue is to maintain the service attitude that was a cornerstone of McDonald's U.S. reputation. A German student noted that in Germany, good service is not associated with McDonald's because counter help consists of immigrants who do not exhibit the cheerful demeanor of their U.S. counterparts.

McDonald's will often find it is the target of anti-globalization protesters because they see McDonald's as a prime example of the spread of U.S. style eating habits around the world which is another form of imperialism in their minds.

Course Calendar
IBUS 1354-0005 | CRN: 25847
 Campus: HCC Central | Classroom: JDB 211
 Tuesday/Thursday | 10:00 a.m. – 11:30 a.m.

Week	Date	Topic	Assignment
1	(Semester starts 08/25/2014) August 26, 2014 August 28, 2014	 Introduction to Course Marketing Fundamentals	No assignments this week.
2	September 2, 2014 September 4, 2014	Chapter 1 – Lecture <i>Introduction: The Global Marketing Manager</i> Chapter 2 – Lecture <i>The Global Economic Environment</i>	No assignments this week.
3	September 9, 2014 September 11, 2014	Chapter 3 – Lecture <i>The Political-Legal Environment</i> Chapter 3 – Lecture <i>The Political-Legal Environment (continued)</i> The Final Project discussed with class. PROJECT IS DUE NOVEMBER 18, 2014. Final Project country choices are due to the instructor via Eagle Online by 11:55 p.m. on September 23, 2014 via Eagle Online 2.0. You will be assigned a country if you have not made a choice by this date.	HOMEWORK 1: Ikea. Case 1.1 assigned (pgs. 19-21). Answer questions 1-6. Turn in the assignment via Eagle Online by 11:55 p.m. on Thursday, September 11, 2014.
4	September 16, 2014 September 18, 2014	Chapter 4 – Lecture <i>The Cultural Environment</i> Chapter 4 – Lecture <i>The Cultural Environment (continued)</i>	Choose a focus country for the semester project. Due to the instructor by September 23, 2014
5	September 23, 2014 September 25, 2014	Chapter 5 – Lecture <i>Ethics and International Marketing</i> Chapter 5 – Lecture <i>Ethics and International Marketing (continued)</i>	Final Project country choices are due to the instructor via Eagle Online 2.0 by 11:55 p.m. September 23, 2014. You will be assigned a country if you have not made a choice by this date.

6	September 30, 2014 October 2, 2014	EXAM 1 (Chapters 1-5) Chapter 6 – Lecture <i>Global Marketing Research and Data Sources</i>	EXAM 1
7	October 7, 2014 October 9, 2014	Chapter 7 – Lecture <i>Foreign Market Selection</i> Chapter 7 – Lecture <i>Foreign Market Selection (continued)</i>	HOMEWORK 2: Walmart & Its Critics: Walmart Case 5.1 assigned (pages 135-138). Answer questions 1-5. Turn in the assignment on Eagle Online 2.0 by 11:55 p.m. on Thursday October 9, 2014.
8	October 14, 2014 October 16, 2014	Chapter 8 – Lecture <i>Foreign Market Entry, Partner Selection and Distribution</i> Chapter 8 – Lecture <i>Foreign Market Entry, Partner Selection and Distribution (continued)</i>	Work on the semester project due November 18, 2014.
9	October 21, 2014 October 23, 2014	Chapter 9 – Lecture <i>International Product Policy</i> Chapter 9 – Lecture <i>International Product Policy (continued)</i>	Work on the semester project due November 18, 2014.
10	October 28, 2014 October 30, 2014	Chapter 10 – Lecture <i>International Branding and Promotion</i> Chapter 10 – Lecture <i>International Branding and Promotion (continued)</i>	Work on the semester project due November 18, 2014.
11	November 4, 2014 November 6, 2014	EXAM 2 (Chapters 6-10) Chapter 11 – Lecture <i>Supply Chain Management and International Marketing</i>	EXAM 2

12	November 11, 2014 November 13, 2014	Chapter 12 – Lecture <i>International Pricing</i> Chapter 12 – Lecture <i>International Pricing (continued)</i>	HOMEWORK 3: Nestle': More Trouble in the Baby Market. Case 10.1. Read the case on pages 333-337. Answer questions 1, 2 and 4 on page 337. Turn in the assignment via Eagle Online 2.0 by 11:55 p.m. on Thursday, November 13, 2014.
13	November 18, 2014 November 20, 2014	Chapter 13 – Lecture <i>Global Marketing of Services</i> Chapter 13 – Lecture <i>Global Marketing of Services (continued)</i>	THE FINAL PROJECT IS DUE TO THE INSTRUCTOR VIA EAGLE ONLINE.
14	November 25, 2014 November 27, 2014	Chapter 14 – Lecture <i>Global Marketing Strategy (continued)</i> Thanksgiving Holiday November 27-30, 2014 (HCC Offices are closed - No classes)	
15	December 2, 2014 December 4, 2014	Chapter 15 – Lecture <i>Planning, Organization, and Control of International Marketing</i> Exam 3 (Chapters 11-15)	HOMEWORK 4: UPS Logistics Case 11.1 pages 358-359 is due by 11:55 p.m. via Eagle Online 2.0, Tuesday, December 2, 2014. EXAM 3
16	December 9, 2014 December 11, 2014	Course wrap-up Course wrap-up	
	Week of December 14, 2014	Semester Ends	