



# Syllabus

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## **International Marketing Management**

IBUS 1354-0016 | (55803)

Campus: Central | Classroom: BSCC 209

Tuesday/Thursday | 10:00 – 11:20 a.m.

Instructor: Kimberly Cade

Office Phone: (713) 718-2993

Email: kimberly.cade@hccs.edu

Campus Office: BSCC 310C

*Office Hours: Tuesdays & Thursdays 9:00-10:00 a.m.; Thursdays 2:00-3:00 p.m. or by appointment*

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THE PROFESSOR RESERVES THE RIGHT TO CHANGE OR MODIFY THE SYLLABUS AS NECESSARY TO MEET THE OBJECTIVES OF THE COURSE.

CHECK EAGLE ONLINE REGULARLY FOR ANNOUNCEMENTS.

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### **COURSE DESCRIPTION** (*HCC Catalog*)

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

### **COURSE SEMESTER CREDIT HOURS**

Credit Hours = 3.00

Lecture Hours = 3.00

Laboratory Hours = 0

Total course contact hours = 48

**COURSE LENGTH**

12 weeks

**CREDIT HOURS:** 3; Lecture Hours: 3; Lab Hours: 0

**PREREQUISITES:** None

**FREQUENT REQUISITES:**

- MATH 0106
- PRER 0100 & INRW 0410
- INRW 0410

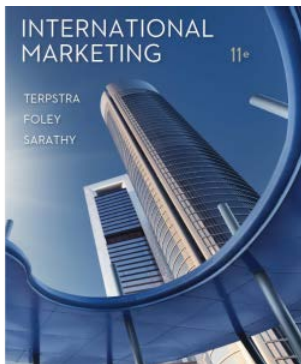
**TYPE OF INSTRUCTION**

Lecture/Web Enhanced (Classroom instruction and online content)

**INSTRUCTIONAL METHODS *Web Enhanced***

This course utilizes chapter reading assignments, homework and exams based on reading assignments other instructional material and a semester project which demonstrates a student's mastery of the subject material. Our class meets twice a week. Homework assignments will be posted and completed in Eagle Online-Canvas. Exams will be taken in class.

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**TEXTBOOK INFORMATION**

Title: International Marketing, 11th edition  
Author: Vern Terpstra, James Foley, Ravi Sarathy,  
Publisher: Naper Publishing Group LLC  
Copyright: 2016  
ISBN-10: 098172938X  
ISBN-13: 978-0-9817293-8-1

Rental textbooks are a less expensive alternative and are available through HCC's bookstore

or from outside online sources. Many students have been pleased with this option.

### **MATERIALS NEEDED**

- Textbook
- Internet access: Available in HCC computer labs if you do not have access to a computer at home.
- Data Storage Device (flash drive)
- Scantron card and pencil for exams
- An active HCC email account

### **ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES**

**PSLO 1**-Identify global issues and trends impacting global business and operations.

**PSLO 2** –Identify external global environmental factors (socio-cultural, economic, legal, political and technological) and international trade management issues within global operations

**PSLO 3**-Employ various sources of international business research (including government, private and non-profit or non-governmental sources) for strategic decision-making

**PSLO 4**- Evaluate export and import management operations and/or policies necessary in international trade

**PSLO 5**: Analyze, evaluate, and synthesize information presented in source language to provide high quality translation and interpretation to target language through written and oral communication.

### **COURSE STUDENT LEARNING OUTCOMES (SLO): 4 TO 7**

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.

### **LEARNING OBJECTIVES (NUMBERING SYSTEM SHOULD BE LINKED TO SLO - E.G., 1.1, 1.2, 1.3, ETC.)**

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.> All SLO's are addressed in Exams 1 -3, all 4 assignments and the Final Group Project.

### **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 Foundation Skills - Basic –Speaking.

### **COURSE REQUIREMENTS AND GRADING POLICY**

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

No part of your grade will be based on anything other than your coursework and attendance. Text readings, prompt 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:

Four (4) exams (highest 3 grades)	50 pts.
Four (4) case studies (homework- highest 3 grades)	20 pts.
International Business Final Project	20 pts.
Class Attendance and Participation	<u>10 pts.</u>
<b>TOTAL</b>	<b><u>100 pts.</u></b>

### **HCC GRADING SCALE**

A = 100- 90  
B = 89 - 80  
D = 69 – 60  
C = 79 - 70  
F = 59 and below  
W = Withdrawn  
I = Incomplete

### **TESTING (EXAMS)**

The format of the tests will be 40 -50 multiple choice questions with a possible short answer question.

The lowest test score will be dropped in the calculation of the student's final grade. **NO MAKE-UP EXAMS WILL BE GIVEN UNDER ANY CIRCUMSTANCES.** In the event a student fails to take an exam, the zero earned will be deducted as the lowest grade.

### **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 exam and homework due dates carefully.

### **ACCESS STUDENT SERVICES POLICIES ON THE HCC WEB SITE**

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

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

Specific Assignments:

1. Four (4) 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 and submitted through Eagle Online.

2. Four (4) 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 multiple choice and short answer.

3. A final project will be a research paper, using APA format, on an international marketing topic/product approved in advance by the instructor during the first month of class.

4. Each student is expected to make a contribution towards making the class stimulating for other class members.

### **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.

### **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.

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.

The class starts at 10:00 a.m. Late students miss the first part of class, which is valuable instructional time. Not only late students missing part of the class, but they disrupt the learning of students that make the sacrifice to arrive on time. **Tardiness is disruptive to the learning process.** While it may be unavoidable on the rare occasion, persistent and chronic tardiness

will not be allowed. If you have a chronic situation which will cause you to arrive late or have to leave early, please discuss the issue with the instructor immediately.

The late student is responsible for obtaining any missed information, handouts, etc. from the course site on Eagle Online or from a fellow student.

## **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**

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

#### **Collusion**

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.*

### **EARLY ALERT PROGRAM**

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor may “alert” you and HCC counselors that you might fail a class because of excessive absences and/or poor academic performance. It is your responsibility to visit with your professor or a counselor to learn about what, if any, HCC interventions might be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

### **REPEAT COURSE FEE**

The State of Texas encourages students to complete college without having to repeat failed classes. To increase student success, students who repeat the same course more than twice, are required to pay extra tuition. The purpose of this extra tuition fee is to encourage students to pass their courses and to graduate. Effective fall 2006, HCC will charge a higher tuition rate to students registering the third or subsequent time for a course. If you are considering course withdrawal because you are not earning passing grades, confer with your instructor/counselor as early as possible about your study habits, reading and writing homework, test taking skills, attendance, course participation, and opportunities for tutoring or other assistance that might be available.

### **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.

“Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. Furthermore, please notify the professor if you are comfortable in doing so.”

At HCC the safety of our students, staff, and faculty is our first priority. As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SB11 2015). For more information, visit the HCC Campus Carry web page at:

<http://www.hccs.edu/district/departments/police/campus-carry/>.

## **TITLE IX**

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students' rights with regard to sex/gender discrimination. Information regarding these rights are on the HCC website under Students-Anti-discrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance.

Log in to [www.edurisksolutions.org](http://www.edurisksolutions.org). Sign in using your HCC student email account, then go to the button at the top right that says Login and enter your student number.

## **STUDENTS WITH DISABILITIES**

Houston Community College is dedicated to providing an inclusive learning environment by removing barriers and opening access for qualified students with documented disabilities in compliance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act. Ability Services is the designated office responsible for approving and coordinating reasonable accommodations and services in order to assist students with disabilities in reaching their full academic potential. In order to receive reasonable accommodations or evacuation assistance in an emergency, the student must be registered with Ability Services.

If you have a documented disability (e.g. learning, hearing, vision, physical, mental health, or a chronic health condition), that may require accommodations, please contact the appropriate Ability Services Office below. Please note that classroom accommodations cannot be provided prior to your Instructor's receipt of an accommodation letter and accommodations are not retroactive. Accommodations can be requested at any time during the semester, however if an accommodation letter is provided to the Instructor after the first day of class, sufficient time (1 week) must be allotted for the Instructor to implement the accommodations.

## **ABILITY SERVICES**

<http://www.hccs.edu/district/students/disability-services/ada-counselors/>

Central College  
713.718.6164

Southeast College  
713-718-7053

Coleman College  
713-718-7376

Southwest College  
713-718-7909

Northeast College  
713-718-8322

Adaptive Equipment/Assistive Technology  
713-718-6629  
713-718-5604

Northwest College  
713-718-5667  
713-718-5408

Interpreting and CART services  
713-718-6333



## **SEXUAL HARRASSMENT**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to: David Cross Director EEO/Compliance Office of Institutional Equity & Diversity 3100 Main Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)

### **ACCESS STUDENT SERVICES POLICIES ON THEIR WEB SITE:**

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

**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.  
Distance Education and/or Continuing Education Policies

### **ACCESS DE POLICIES ON THEIR WEB SITE:**

[http://de.hccs.edu/Distance\\_Ed/DE\\_Home/faculty\\_resources/PDFs/DE\\_Syllabus.pdf](http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf)

### **HCC ONLINE AND/OR CONTINUING EDUCATION POLICIES**

Access HCC Online Policies on their Web site: All students are responsible for reading and understanding the HCC Online Student Handbook, which contains policies, information about conduct, and other important information. For the HCC Online Student Handbook click on the link below or go to the HCC Online page on the HCC website. The HCC Online Student Handbook contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars.

Refer to the HCC Online Student Handbook by visiting this link:

<http://www.hccs.edu/media/houston-community-college/distance-education/student-services/HCC-Online-Student-Handbook.pdf> Access CE Policies on their Web site:

<http://www.hccs.edu/continuing-education/>

### **ACCESS CE POLICIES ON THEIR WEB SITE:**

<http://hccs.edu/CE-student-guidelines>

*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 that 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 re-established 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.

**International Marketing Management**  
 IBUS 1354-0016 | (55803)  
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## COURSE CALENDAR

Spring 2018 – Second Start

<i>WK</i>	<i>Dates</i>	<i>Chapter</i>	<i>Activity</i>
1	February 13, 2018 February 15, 2018	Course Introduction Chapter 1: Introduction to Global Marketing	Introductory lecture
	<b>FEBRUARY 19, 2018</b>	<b>PRESIDENT'S DAY HOLIDAY</b>	<b>All HCC Offices are closed. Classes are cancelled.</b>
2	February 20, 2018 February 22, 2018 February 22, 2018	Chapter 2 – The Global Economic Environment Syllabus Quiz /Resources Discussion Chapter 3: The Political-Legal Environment Spring 2018 2nd Start: Official Day of Record	Video/exercise/speaker
	February 26, 2018	Spring 2018 2nd Start: Last Day for 70% refund	
3	February 27, 2018 March 1, 2018 March 1, 2018	Chapter 4: The Cultural Environment Semester Project Discussion Spring 2018 2nd Start: Last Day for 25% refund	<b>Homework #1 - Due in CANVAS by 11: 55 p.m. Thursday, March 1, 2018.</b> Semester project details and deadlines reviewed.
4	March 6, 2018 March 8, 2018	Chapter 5: Ethics and International Marketing  <b>Exam #1 – Bring a pencil and scantron card</b>	<b>Video/exercise/speaker Homework #2 - Due in CANVAS by 11: 55 p.m. Thursday, March 8, 2018.</b> <b>Exam #1 – Covering chapters 1-5. Thursday, March 8, 2018.</b>

	<b>Week of March 12-18, 2018</b>	<b>SPRING BREAK</b>	<i>All HCC Offices are closed. Classes are cancelled.</i>
5	March 20, 2018  March 22, 2018	Chapter 6: Global Marketing Research and Data Sources  Research Resources Discussion	Video/exercise/speaker
6	March 27, 2018  March 29, 2018	Chapter 7: Foreign Market Selection  Chapter 8: Foreign Market Entry, Partner Selection, and Distribution  Semester project discussion.	Video/exercise/speaker  <b>Homework #3 - Due in EO by 11: 55 p.m. Thursday, March 29, 2018.</b>
	March 30 – April 1, 2018	<b>SPRING HOLIDAY</b>	<i>All HCC Offices are closed. Classes are cancelled.</i>
7	April 3, 2018  April 5, 2018	Chapter 8: Foreign Market Entry, Partner Selection, and Distribution  Chapter 9: International Product Policy	Video/exercise/speaker
8	April 10, 2018  April 12, 2018  April 12, 2018	<b>Exam #2 – Covers Chapters 6-9.</b>  Chapter 10: International Branding, Advertising & Promotion  Spring 2018 2nd Start: Last Day to withdraw	<b>Exam 2 – Covers Chapters 6-9, Tuesday, April 12, 2018.</b>  Video/exercise/speaker
9	April 17, 2018  April 19, 2018	Chapter 11: Supply Chain Management and International Marketing  Chapter 12: International Pricing  <b>SEMESTER PROJECT DUE April 19, 2018</b>	Video/exercise/speaker  <b>SEMESTER PROJECT DUE IN CANVAS BY 11:55 P.M. THURSDAY, April 19, 2018.</b>

10	April 24, 2018 April 26, 2018	Chapter 12: International Pricing (contd.) Chapter 13: Global Marketing of Services	Video/exercise/speaker <b>Exam 3 – Covering Chapters 10-12 Homework #4 – Thursday, April 26, 2018</b>
11	May 1, 2018 May 3, 2018	Chapter 14: Global Marketing Strategy Chapter 15: Planning, Organization and Control of International Marketing	Video/exercise/speaker <b>Homework #4 - Due in Canvas by 11: 55 p.m. Thursday, May 3, 2018.</b>
12	May 8, 2018 May 10, 2018	Course wrap up <b>Exam #4 covers Chapters 13-15. (In class)</b>	Video/exercise/speaker <b>Exam #4 – Covers Chapters 13-15</b> May 10, 2018
	May 13, 2018	<b>SEMESTER ENDS</b>	

The professor reserves the right to change or modify the syllabus as necessary to meet the objectives of the course. Check Eagle Online regularly for announcements.