



**Course Syllabus**  
**International Marketing Management**  
**Department of Marketing,**  
**International, Banking and Real**  
**Estate**  
**IBUS 1354**

Fall 2016

**Semester with Course Reference Number (CRN)** 12814

**Instructor contact information (p Phone number and email address)** [Linda.Koffel@HCCS.EDU](mailto:Linda.Koffel@HCCS.EDU) 713-718-2895

**Office Location and Hours** Alief Campus Room C409  
Tuesdays (9 – 12 noon) and Thursdays (9 – 11 a.m.)

**Course Location/Times** Distance Education

**Course Semester Credit Hours (SCH) (lecture, lab) If applicable**

Credit Hours:	3
Lecture Hours:	3
Laboratory Hours:	
External Hours:	

**Total Course Contact Hours** 48.00

**Course Length (number of weeks)**

**Type of Instruction** Distance Education

**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.

**Course Prerequisite(s)** **FREQUENT PREREQUISITES (recommended, not required)**

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

0347

**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): 4 to 7**

1. 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.)**

1. The students will develop an overview of the basic elements of global marketing through the development of the International Marketing Plan.

**SCANS and/or Core Curriculum Competencies: If applicable**

**SCANS**

**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 - Listening

**Instructional Methods**

Distance Education

**Instructor's Requirements**

**TESTING**

Three (3) exams will be given.

Exams are online and open book, typically 25 multiple choice questions x 4 pts. = 100 pts./exam.

**INDIVIDUAL PROJECTS**

Each student will prepare a marketing plan for marketing a product from a company in the U.S. to a country outside of the U.S. This report must be at least ten-pages paper (not including exhibits, diagrams, charts, table of contents, etc.) w/1" margins including an introduction and a summary) on a product/service which must be approved by the instructor. The MLA Style should be utilized for the paper component. This website (<http://bcs.bedfordstmartins.com/resdoc5e/>) shows the format according to the MLA style> use the "Humanities" tab. Sources must be properly documented (works cited).

**All students should utilize Writing Tutors (at no charge from HCC English Department) or Tutorsonline (The Distance Education Tutoring from HCC).**

**Ten points** or more can be deducted from the paper for professionalism (grammatical, typographical and spelling errors). The project grade evaluation criteria for the **written report** will include the following: a well-researched analysis, a strategic plan that utilizes that research, persuasive business approach as well as grammatically correct usage, correct spelling, no typographical errors, good paragraph development, correct documentation, correct page length/margins, and bibliography. Creative ideas will receive high marks!

**EXTRA CREDIT POINTS & EXTRA-CURRICULAR ACTIVITIES:** There are a multitude of extra-curricular activities which can be attended throughout the semester (day & evening) which are beneficial to students wanting job networking and internship opportunities. Extra credit opportunities may be provided to assist students who miss turning in one assignment.

**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
FX (Failure due to non-attendance)	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.

**Instructor Grading Criteria**

**GRADE COMPUTATION:**

Test One	15%
Test Two	15%
Test Three (Final)	15%
Project	35%
Weekly Assignments (Participation)	20%

**Instructional Materials**

Terpstra, Foley, Sarathy, International Marketing, 11th Edition, Naper Publishing Company, 978-0-9817293-8-1

## HCC Policy Statement:

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 See HCC 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)

Access CE Policies on their See HCC web site. <http://hccs.edu/CE-student-guidelines>

## 16 WEEK COURSE CALENDAR **IBUS 1354** Weekly Activity Schedule *16 WEEKS SESSION*

WEEK	TEXTBOOK CHAPTERS	
1 8/23	Module 1	Start Here: Introduction Module and Syllabus Chapter 1 Global Marketing Manager
2 8/30	Module 2	Overview of Global Marketing Chapter 1 Global Marketing Manager <b>Start Here /Syllabus Quiz Assignment 1 Due 8/30</b>
3 9/6	Module 3	Global Economics Chapter 2 The Global Economic Environment
4 9/13	Module 4	Global Marketing Environment Chapter 3 Political/Legal Environment Chapter 4 Cultural Environment <b>Project Proposal Assignment 2 Due 9/ 13</b>
5 9/20	Module 5	Ethics Chapter 5 Ethics and International Marketing
6 9/27	Module 6	Global Market Research Chapter 6 Global Market Research <b>TEST ONE due online by 11 p.m. on 9/27 (Chapters 1 – 5)</b>
7 10/4	Module 7	Foreign Market Selection Chapter 7 Foreign Market Selection

8 10/11	Module 8	Foreign Market Strategies Chapter 8 Foreign Market Entry <b>Global Marketing Analysis Assignment 3 due 10/11</b>
9 10/18	Module 9	International Product Strategies Chapter 9 International Product Strategies
10 10/25	Module 10	International Promotion Strategies Chapter 10 International Branding and Promotion <b>Product/Promotion Assignment 4 due by 11 p.m. on 10/25</b>
11 11/1	Module 11	International Place Strategies Chapter 11 Supply Chain <b>Test Two (Chapters 6 – 10) due by 11 p.m. on 11/1</b>
12 11/8	Module 12	International Pricing Strategies Chapter 12 International Pricing
13 11/15	Module 13	International People (Services) Strategies Chapter 13 Global Marketing of Services <b>Place, Price and People Assignment 5 due by 11 p.m. on 11/15</b>
14 11/22	Module 14	Global Marketing Strategies Chapter 14 Global Marketing Strategy <b>Projects Due November 22, 2016 online by 11 p.m. No late projects accepted</b>
15 11/29	Module 15	Global Marketing Management Chapter 15 Planning, Organizing and Control of International Marketing
16 12/6	Module 16	Final and Course Review <b>Final Exam (TEST Three) (Chapters 11 – 15) due ONLINE by 11 PM December 6, 2016</b>

**Note:** For this course, all the tests and assignments will be due on TUESDAYS unless for some reason an extension of a couple of days is given to the whole class

### **Syllabus Quiz and Workplace Ethics Quiz Assignment**

The first module of the course will include a short article regarding the workplace ethics students need to learn during any business or marketing courses. The student will be required to take an online quiz covering both the short article as well as the syllabus. Students who fail to submit this quiz will not be allowed to move further into the course. **NO MAKE-UP QUIZZES WILL BE GIVEN. No quizzes will be accepted by email. Do not skip this assignment.** It is an important foundation assignment for the rest of the course. The purpose of the assignment is to be sure you understand the requirements of the course and that you understand how to send in your assignments through Canvas. You will not be allowed to move further into the course until you take and pass this quiz.

### **Student Assignments**

Assignments related to your project will be assigned at intervals. All of these become part of the International Marketing Plan project. These assignments and your log in THREE times per week will be your class participation and will count as a major part of your grade. You can be dropped for NOT doing the assignments or for NOT logging in. No assignments are accepted late or by email.

### **TESTS ONE, TWO, THREE (Final)**

The three tests will be multiple choice questions. The tests will be submitted online. No makeup exams are given. The Final is essentially a Test Three and covers the last part of the book and is not comprehensive.

### **FINAL (also is TEST THREE)**

The final will be open book and open notes. You will have 2 hours to complete the final. **THE FINAL WILL BE ONLINE. NO MAKE-UP FINAL WILL BE GIVEN.**

### **STUDENT RESPONSIBILITIES**

As a student wanting to learn about business, it is the student's responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in activities, and attend class (via the discussions/log in in this DE course).

To be successful in this class, it is the student's responsibility to:

- Participate in class activities via the topic discussions
- Read and comprehend the textbook
- Complete the required assignments and exams on time:
- Ask for help when there is a question or problem
- Complete the field study with a 70% passing score

### **INSTRUCTIONAL METHODS**

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide students with knowledge concerning business, human relations strategies, as well as to organize the learning experience that allows students to connect the information that students learn in this course to the real world business. As a student wanting to learn about business, it is student's responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in activities, and attend class (which in this case is online so that means logging in at least 3 times per week in a summer distance education course).

The most important thing a student can take away from a college course in business is the real world application of that material. Sometimes, it may be hard for students to understand the relevance of some topics as the students may not yet have worked in the discipline. As a professor, I try to reinforce all the important, relevant information as well as to provide direction for the student as to real world application. Information is important. Knowing what to do with information is even more important. This is a project based course. You are responsible to read the text and the information I have posted. Your tests will be over that information and any information that I provide you online. If you have questions about what you are reading or need further explanation, please email me.

In addition, you are responsible to complete the project, which is the most important learning tool in this course. Over the semester, I will grade your assignments and give you positive and negative feedback on each assignment. I am very candid with my assessments and I try to communicate both strengths and weaknesses in a caring way. I will let you know when you need to improve. I do not give full credit or full points for

assignments that are not thorough, complete, and professional. Instead, I let you know why points were deducted so you can learn how to submit professional work and adopt excellent work ethics to prepare you for the workplace. Each assignment will go into your final project and you can use my comments to enhance your final project and improve your grade. I will coach you through the process throughout the semester. You **MUST** do all the assignments as they are all part of your final project and you will want to get my feedback so you can sharpen and improve your project prior to completing it and turning it in.

**Late Assignments:** Students are expected to adhere to the weekly schedule of assignments printed in the course syllabus. **Late assignments will not be accepted for any reason. Email submissions are not accepted.** All assignments and projects and tests and extra credit must be submitted through the Canvas online system in the appropriate way. ***When I write “I do not accept late work”, I really mean that!*** In the world of work in International Business, it is imperative that you submit reports, required paperwork, etc. on time; thus students in this course are required to submit assignments and coursework on the due dates. Therefore, if any assignment and/or coursework is not submitted by due date and due time, no credit may be earned on this assignment and/or coursework, resulting in a grade of zero (0) on the assignment and/or coursework. I also will not accept work sent by email. *Students do not need to ask for any exceptions for any reason because I post extra credit possibilities to take care of any situations in which students have a legitimate reason for missing an assignment. Students who miss an assignment should do the extra credit and should not request exceptions. Points will be deducted from your participation grade (1 point off the final average) for each submission sent by email which is not following directions.*

### **Make-Up Test Policy**

Students are expected to adhere to the weekly schedule printed in the course syllabus. **No make-up tests will be given.**

**Instructions for submitting assignments:** Assignments must be submitted using Canvas online. If you have trouble submitting assignments, you need to call the DE TECH Helpline at 713-718-8800 during business hours.

### **HCC COURSE WITHDRAWAL AND ATTENDANCE POLICY**

#### **HCC Course Withdrawal Policy**

Beginning Fall 2007, the State of Texas imposes penalties on students who drop courses excessively. Students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help you avoid having to drop/withdraw from any class, contact your DE professor regarding your academic performance. You may also want to contact your DE counselor to learn about helpful HCC resources (e.g. online tutoring, child care, financial aid, job placement, etc.). HCC has instituted an Early Alert process by which your professor may “alert” you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance.

Students should check HCC’s Academic Calendar by Term for drop/withdrawal dates and deadlines. If a student decides to drop or withdraw from a class upon careful review of other options, the student can drop online prior to the deadline through their HCC Student Service Center.

Classes of other duration (mini-term, flex-entry, 8-weeks, etc.) may have different final withdrawal deadlines. Please contact the HCC Registrar’s Office at 713.718.8500 to determine mini-term class withdrawal deadlines.



## **Class Attendance**

As stated in the HCC Catalog, all students are expected to attend classes regularly.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor also has the authority to block a student from accessing Canvas Online, and/or to drop a student for excessive absences or failure to participate regularly. Participation includes doing the assignments and tests. For this online course, participation means logging in at least 3 times per week. If you stop logging in or submitting your assignments, you could get an F, FX, or W depending on the situation. The last day to drop the course with a W is October 28, 2016.

## **STUDENT SERVICES**

The Distance Education Student Handbook contains policies and procedures unique to the DE student. It is the student's responsibility to be familiar with the handbook's contents and part of the mandatory orientation. The handbook contains valuable information, answers, and resources, such as DE 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 DE Student Handbook by visiting this link: <http://de.hccs.edu/de/de-student-handbook>

## **EARLY ALERT**

HCC has instituted an Early Alert process by which your professor may “alert” you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance. . I use the Early Alert system if you miss one assignment. I do this to make sure you get the assistance you need to complete the course and to do well. If you get a call, it does not mean that you are actually failing at that time – it means that if you continue on your course of not submitting your work, you probably will fail.

## **International Students**

Contact the International Student Office at 713-718-8520 if you have questions about your visa status.

## **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. **Instructors are authorized to provide only the HCC DSSO approved accommodations but must do so in a timely manner.**

Students who are requesting special testing accommodations must first contact the appropriate (most convenient) DSS office for assistance each semester:

## **DISABILITY SUPPORT SERVICES OFFICES:**

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

### **Central College**

713.718.6164

### **Coleman College**

713-718-7376

### **Northeast College**

713-718-8322

**Northwest College**

713-718-5667

713-718-5408

**Southeast College**

713-718-7053

**Southwest College**

713-718-7909

**Adaptive Equipment/Assistive Technology**

713-718-6629

713-718-5604

**Interpreting and CART services**

713-718-6333

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist (ISS) assigned to their professor.

**ONLINE TUTORING**

HCC provides free online tutoring in writing, math, science, and other subjects. How to access Tutoring: Click on the Tutoring button in the banner of the Eagle Online course listings page. This directs students to the HCC AskOnline Tutoring site: <http://hccs.askonline.net/>. Use your student ID or HCC e-mail address to create an account. Instructions, including a 5-minute video, are provided to make you familiar with the capabilities of this service.

**LIBRARY RESOURCES**

As an HCC student you have access to first-rate information resources that the HCC Libraries make available to all HCC students.

**ACADEMIC DISHONESTY**

You are expected to be familiar with the College's Policy on Academic Honesty, found in the catalog and 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 a test includes:

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- 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** mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook).

Academic dishonesty can result in a grade of **F** or **0** for the particular test or assignment involved, dropped, and/or expelled from HCCS. Please refer to the HCCS Distance Education Student Handbook-(for further information regarding Academic Dishonesty (refer to [http://distance.hccs.edu/de-counseling/DE\\_student\\_handbook.htm](http://distance.hccs.edu/de-counseling/DE_student_handbook.htm)).

### **CLASSROOM BEHAVIOR**

As student instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Student instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, students are asked to respect the learning needs of student classmates and assist student instructor achieve this critical goal.

### **TITLE IX OF THE EDUCATION AMENDMENTS OF 1972, 20 U.S.C. A§ 1681 ET. SEQ.**

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.

It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly. Know your rights and how to avoid these difficult situations.

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

### **A NOTE ABOUT THIS SYLLABUS**

At any time during the semester, your instructor reserves the right to modify the course requirements, assignments, exams, grading procedures, and all other related policies and procedures as circumstances may dictate. Remember, also, it is the sole responsibility of each student to read, completely understand, and adhere to this document and all other documents or materials associated with this course in their entirety.

**NOTE TO STUDENT: If you have any questions or concerns about the course and/or course assignments, please come to me so that we can resolve any issues. If your concerns are not resolved, you are encouraged to meet with my supervisor, [Kenneth Hernandez](#), at 713-718-2468 or Room 803, Commons Building, Spring Branch Campus.**