2012

320-01 International Marketing

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XAVIER UNIVERSITY  
Department of Marketing  
Williams College of Business

INTERNATIONAL MARKETING  
Spring 2012  
MKTG 320-01  
Thursday 3:00pm – 5:30pm SMITH HALL G30

Professor: Dr. Mee-Shew Cheung  
Office: 326 Smith Hall  
Office Phone: 745-3058  
Office Hours: Thursday 9am – 3pm, And by appointment  
Email: Cheungm@xavier.edu

Williams College of Business Mission Statement

We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.

Course Description

This class is an introduction to international marketing. The primary objective of this course is to give students a broad overview of the nuances of international marketing. Throughout the world changes are taking place that has a direct effect on the global marketing environment. It is imperative that students of marketing develop an understanding of the global marketing environment in order to analyze and evaluate global marketing opportunities. This course will help students develop an understanding of the influences of culture and other environmental factors affecting consumer behaviors. In addition, the course will also familiarize students with situations and potential strategies that marketers often encounter when working in a global environment.

Text

International Marketing, 15e. Philip R. Cateora and John L. Graham

Evaluation

Students will be evaluated on how well the course objectives are met as evidenced by the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (Best 2 out of 3)</td>
<td>200</td>
</tr>
<tr>
<td>Global Market Opportunity Analysis</td>
<td>200</td>
</tr>
<tr>
<td>Independent Research</td>
<td>50</td>
</tr>
</tbody>
</table>

Total points: 450

Course Policies

Exams - Three in-class exams will be given. Exams will consist primarily of essay questions, with a few multiple-choice/true false questions. They will cover the lectures, assigned text/cases/videos, and class discussions. Make-up exams will be in accordance with University policy. If you are going to miss an exam due to an emergency (only), please notify the professor prior to the exam. Students must provide proper, written documentation in all emergency cases, and make-up exams may be all essay and/or comprehensive.

International Marketing Plan

Throughout the course each student shall be part of a group (not exceeding 5 members per group) responsible for formulating an international marketing plan. The objectives of the project are:
(1) to familiarize students with the cultural/economic/political/competitive environment of a country as the subject of the project and to facilitate cross-cultural understanding

(2) to provide students with an opportunity to prepare a global market opportunity analysis for a product. The project emphasizes the need to understand the environment as an essential step preceding the preparation of a marketing plan

(3) to effectively reinforce key concepts covered in this and other courses

Guidelines and details of the project are posted on Blackboard.

Groups will be evaluated as a whole (i.e. all members of the group will receive the same grade for this assignment). However, members in each group will be asked to turn in a peer evaluation form to determine whether every group member contributed their fair share of effort/time/ideas in the completion of the project. The instructor will use the average of percentage scores as reported by the team members to determine the final score of each student for the group project. This procedure is deemed necessary in order to encourage every student’s full participation in the assignment. Free-riding is strictly not acceptable. At the request of other team members, a student will be asked to leave the group and work on the project alone.

Independent Research

Please refer to handouts for guidelines.

Course Policies

Attendance/Participation - The instructor places great emphasis on interactive learning in this class. Regular attendance is therefore essential. Attendance will be taken at the beginning of each class. The instructor reserves the right to further adjust final grades for excessive absence, tardiness, leaving class early and/or disruptive class demeanor. It is a distinct advantage to be a consistent and active participant in this class.

Excessive Absences – only one unexcused absence is allowed during the semester. There will be a 20 point penalty for each unexcused absence beyond the first one.

Grading Policy - Grades will be determined according to the following guidelines:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 - 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83 – 86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82.9%</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69.9%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
</tr>
</tbody>
</table>

Email Communications – all announcements by the instructor will be sent to students’ email account with Xavier. Students are advised to check their Xavier email account at least once a day.

Academic Honesty Policy - The University’s Academic Honesty Policy should be followed for all exams and assignments. Violations will be treated very seriously. The instructor reserves the right to submit any work to Turn-it-in.

Assistance - Any student with a disability who needs accommodation or other assistance in this course should make an appointment to speak with the instructor as soon as possible.

* The instructor reserves the rights to make changes to the syllabus