

Course Syllabus
International Marketing
MKTG-370-01
Spring 2022



DOMINICAN UNIVERSITY

Instructor:

Elvira Kizilova, PhD
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Contact Information:

Office Location: Fine Arts #208
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Class: TR 1:00 pm – 2:15 pm
Main Campus, Fine Arts 114

Office Hours: Th, 10:00 am - 12:00 pm
(or by appt.)



Course Description: this course provides a set of conceptual and analytical tools that help to apply the 4 Ps of marketing in a global context.

Course Textbook and Materials: Global Marketing, 10th Edition by Green, Mark C. and Keegan, Warren J. ISBN-13: 9780134900186 ([Textbook URL](#)) and My Marketing Lab access (via Pearson MyLab online learning platform).

Prerequisites: MKTG-301

Required Software: Microsoft Office, Adobe Photoshop or Illustrator. If any additional software will be required through the course, the information will be posted additionally on Canvas.

Other Materials: information will be posted on Canvas.

Canvas Assistance:

- Consult the IT Support Center <https://support.dom.edu/TDClient/2074/Portal/Home/>
- **mail:** supportcenter@dom.edu **Telephone:** (708) 524-6888

IMPLIED CONSENT: A copy of this syllabus will be provided on the course Canvas site and in my office. **By remaining enrolled in this class, you are acknowledging that you have read this syllabus, understand the contents and agree to the terms contained within it.**



I. COURSE OBJECTIVES

The objective of the course is to enable students to achieve an overview and understanding of international marketing as a managerial challenge. The emphasis is on global environmental analysis, global marketing strategies, and current global marketing issues and their implications. The students should be able to achieve an understanding of various problems encountered in gathering and analyzing information necessary in formulating international marketing strategies.

II. LEARNING OBJECTIVES

After taking this course, students should be able to:

1. define and discuss various international marketing terms
2. use international marketing concepts and theories to analyze global marketing challenges
3. identify cultural, political, legal, and other environmental differences across countries
4. develop a global marketing plan for market entry
5. conduct international marketing research.

III. FORMAT AND PROCEDURES

The class will be a combination of lecture, discussion, hands-on research, and group projects. Students will be expected to attend class and participate. Class grades will be determined through exams, homework, projects, quizzes, participation, and class performance. Your course will also be supplemented using Canvas course management software.

Communication & Professionalism Expectations

My written communications will be through Canvas and your DU e-mail. All e-mails from you should include your name and MKTG-370 section number. It is the expectation in this course that your communication (e-mail, in-class, social media, et cetera) must be professional at all times. Failure to exhibit professionalism may result in a reduction or removal of your 'Professionalism' grade. **Any e-mails you send that are not professionally written are unlikely to receive a response/credit.**

To write a professional email, please watch and read:

- [How To Write a Professional Email | For Students, By Students - YouTube](#)
- <https://www.thoughtco.com/how-to-write-a-professional-email-1690524/>
- <https://www.thebalance.com/how-to-write-and-send-professional-email-messages-2061892/>

Unprofessionalism in class warrants immediate dismissal with zero credit that day.

Cell phones

Cell phones should be switched off (not "vibrate") unless you have a real, pressing need to receive an anticipated call during class. If you believe you have such a need please contact me



prior to class and explain the nature of the need. I will decide regarding whether to allow you to maintain an active cell phone based upon the nature of your expressed need. Cell phone conversations, if allowed, must be taken outside the classroom when class is in session.

Laptop Computers

Students are encouraged to bring and use laptops/ tablets during class. However, the use of a laptop is allowed only as long as such use does not become a distraction to the user or others (e.g., excessive noise, internet use not related to a specific course activity, etc.) and as long as it does not create a hazard (e.g., extension cord in the aisle, etc.). ***Students may be asked to bring laptops/tablets for particular in-class activities. If so, they will be notified in advance.***

Audio/Video Recording

No (1) audio, (2) video recording, or (3) images of classroom activity is permitted without my prior approval. This prohibition includes cell phone camera functions, laptop audio or video functions, and all other digital or analog recording equipment.

IV. COURSE REQUIREMENTS

Assignments

You will submit your work via My Marketing Lab on Pearson MyLab learning platform and via Canvas. Assignments will be posted on Canvas in advance of due dates. All Pearson MyLab assignments must be completed **by 1:00 pm on a due date** (prior to the class).

You will have to complete the following types of assignments for each of the Chapters 1-2 and 4-15 (please refer to pp. 8-10 of the syllabus for the detailed schedule):

- Pearson MyLab assignments (video assignments and mini simulations)
- Pearson MyLab quizzes

Late Assignments

All assignments must be submitted on time. For all your Pearson MyLab assignments, 10% deductions will be applied for each day late. For other assignments, if you are unable to submit on time, you must contact me to receive permission to submit late. **Assignments submitted late without my permission will not be accepted.** Exceptions for late submissions will be made at professor's discretion under extreme circumstances. Please make sure your files are free of viruses before sending them as attachments. When submitting files, you must include your name *and* the name of the assignment in the file name. For example, if John Smith was submitting an assignment for "Assignment 1", the filename would be: "John Smith Assignment 1". For group work, make sure to include the group name, course name, and page number in the header or footer of the document.

Team Project

You will have to conduct a team project for the company/product of your choice and present your work in class. You will work in teams of 2-4 people. All additional information about the project will be posted on Canvas.

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We will use a three-step process for dysfunctional teams. Step one (1) is for one or more members of the team to visit with me. I will offer suggestions and ask you to proactively resolve the difficulties. If this does not resolve the problem, please visit with me again (or e-mail me). (2) I will then meet with the entire group to set expectations, define roles, establish measures, and fix progress report dates. (3) If performance still does not improve, the problematic team member will be required to work solo.

FYI: Working solo on a team project is always an option for any student at any time. This exception must be approved by me in advance.

Attendance

Daily attendance is expected. We will often have in-class assignments. You must submit these assignments by the end of each class. This policy will be waived under extenuating circumstances.

Exams

There will be three (3) examinations given in class or via Connect. Exams will be in a combined **multiple-choice** and **open-response** format. You are expected to take the exams at the scheduled time (see schedule in section VII). You will have one week after exam scores are posted to dispute answers on the exam. After that, the grades become final. A dispute must be accompanied by written documentation from the textbook and/or your notes. **Exams will not be returned.** You are free to stop by my office and look at your exams during the semester through **April 29th**. After **April 29th**, you will not be allowed to review past exams.

Extra Credit (Buffer Points)

Receiving extra credit in this course is not a right- it is a **privilege** and is at the sole discretion of the instructor. EC assignments will be posted on Canvas or additionally announced in class. If you are missing extra credit points, you have one week to request reevaluation of your EC grade.

V. GRADING PROCEDURES

Course Policies

Academic Honesty

All University policies are in effect as described in the [Academic Integrity Policy](#) document. Any work submitted by a student in this course for academic credit **MUST** be the student's own original work unless collaboration has been authorized. Cheating and plagiarism will not be tolerated, and failure in the course is a potential outcome.

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Grades for the different credit options will be based on the following scale:

100% to 95%	A
94% to 90%	A-
89% to 87%	B+
86% to 83%	B
82% to 80%	B-
79% to 77%	C+
76% to 73%	C
72% to 70%	C-
69% and below	F

Grade Composition*	Points Assigned
Intro survey	5 Points
Get Started with MyLab Marketing assignment	5 Points
Pearson MyLab simulations (5 assignments, 10points each)	50 Points
Pearson MyLab quizzes (13 quizzes, 10 points each)	130 Points
Pearson MyLab video assignments (6 assignments, 10 points each)	60 Points
In-class assignments	Up to 100 Points
Team project	50 Points
Project presentations	50 Points
Case Study Days	20 Points
US-China Debates	20 Points
The NYT Privacy Project	10 Points
Exams (3 exams, 50 points each)	150 Points
Professionalism	50 Points

Max Total = up to 700 Points

* You will have one week after any grade is posted on Canvas to challenge the points awarded. All requests for reconsideration should be made in writing with ample support documentation. After that period, the grades become final. **Attempts at the end of the semester to ask for reconsideration of your grade(s) (e.g., extra credit, redo an assignment) are considered academic misconduct and are subject to a 50-100% deduction in your participation-professionalism points.** Please keep in mind the following: 'A' grades are reserved for students who consistently demonstrate exceptional comprehension and application of the course subject matter.

Professionalism Grade—I assume you will behave in a professional manner by default so each student will receive 50 professionalism points IN ADVANCE at the beginning of the semester. In any case of unprofessional behavior any or all points will be removed.



Final Course Grade—Your grade is only a narrow measure of your performance in this class. I am not qualified to evaluate the quality of human being you are, what kind of student you are generally, how much time you spent studying for this course, etc. I can only measure how you have performed in this class using the assessment instruments designed for this class (tests, quizzes, assignments...etc.). Your grade reflects what you have earned on these measures and these measures alone. Please keep in mind, though, that final grades *are* rounded for your benefit. 😊 ***
E.g., a final grade of 93.5 will result in a final grade of an A.

*** Total points for the course may vary depending on how many in-class activities you have.

*** Grades are rounded at the end of the semester.

VI. MISCELLANEOUS

Inclement Weather Policy

The University administration determines if classes are canceled due to inclement weather. Therefore, you should rely on any announcement by the University administration with respect to class cancellation.

Guidelines for Accommodations for Students with Disabilities

If you require special accommodations for a condition or disability, you are encouraged to arrange support services through our Disability Support Services staff. If you are eligible to receive accommodation and would like to request it for this course please discuss it with me within the first week of this course.

Mental Health Support

DU Wellness Center offers free counseling, stress management and wellness services. Counseling services include:

- Assessment
- Stress management, from basic support to intensive intervention
- Counseling and psychotherapy
- Screening for anxiety and depression, addiction problems and other mental health concerns
- Support for establishing healthy relationships and self esteem
- Support groups and workshops
- Medication management in consultation with psychiatrists and specialized nurse practitioners
- Referrals to a community-wide network of professional support and mental health services

There is no fee for counseling services for Dominican University students. Call the Wellness Center at (708) 524-6229 to request an appointment before you are overwhelmed.

Intellectual Property

My syllabus and lectures are protected by state common law and federal copyright law. They are my own original expression and I may record my lectures at the same time that I deliver them in order to secure protection. Whereas you are authorized to take notes in class thereby



creating a *derivative* work from my lecture, the authorization extends only to making one set of notes for your own personal use and no other use. You are not authorized to record my lectures, to provide your notes to anyone else or to make any commercial use of them without express prior permission from me. I am aware of Notehall.com, a commercial note-taking service. As a result, I will be checking this and similar sites periodically for improper submissions of class notes.

VII. COURSE SCHEDULE

Important Dates

January 10	First Day of Classes
January 14	Last day to apply to graduate in Spring 2022
January 17	Martin Luther King Jr. Day - No Classes
January 18	Last day to add/drop classes
January 25	Last day to declare satisfactory/fail grade option for undergraduate courses
February 4	Last day to declare course intensification option for undergraduate courses
March 7-13	Mid-semester vacation
March 25	Last day to withdraw from Spring courses
April 6	(G)URSCI Expo (class schedule suspended)
April 14-17	Easter vacation
April 29	Last day of undergraduate courses
April 30	Saturday and schedule conflict undergraduate final exams
May 2-5	Undergraduate Final Examinations
May 7-8	Commencement Weekend
May 8	Spring Degree Conferral
May 28	Late Spring Degree Conferral

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The tentative course schedule is as follows: (*this is a flexible schedule and may change as necessary*).

	Dates:	Topics/Readings:	Homework:
Week 1	January 11	Introduction to the Course	
	January 13	Chapter 1: Introduction to Global Marketing	1. Get Started with MyLab Marketing 2. Chapter 1 Video Assignment - due by 1:00 pm
Week 2	January 18	Chapter 2: The Global Economic Environment Additional reading: • “World Economic Situation and Prospects 2019,” United Nations, New York, (read Ch 1., pp. 1-37)	1. Chapter 2 Quiz 2. Intro survey - due by 1:00 pm
	January 20	Chapter 4: Social & Cultural Environments (I)	Chapter 4 Video Assignment - due by 1:00 pm
Week 3	January 25	Chapter 4: Social & Cultural Environments (II)	1. Chapter 4 Quiz 2. Form teams - due by 1:00 pm
	January 27	Chapter 5: The Political, Legal, & Regulatory Environments	1. Chapter 5 Video Assignment 2. Chapter 5 Quiz - due by 1:00 pm
Week 4	February 1	Exam 1 Preview - Kahoot	
	February 3	Exam 1 (Chapters 1,2, 4 & 5)	
Week 5	February 8	Debate on US-China Trade War	Project topics - due by 1:00 pm
	February 10	Chapter 6: Global Information System & Market Research	1. Chapter 6 Mini Sim on Marketing Research 2. Chapter 6 Quiz - due by 1:00 pm
Week 6	February 15	Chapter 7: Segmentation, Targeting, & Positioning Additional reading: • Kumar, V. and Anish Paggal. “Segmenting Global Markets: Look Before You Leap.” Marketing Research 13, no. 1 (Spring 2001) pp. 8-13.	1. Chapter 7 Mini Sim on Segmentation, Targeting, and Positioning 2. Chapter 7 Quiz - due by 1:00 pm
	February 17	Chapter 8: Importing, Exporting, & Sourcing	1. Chapter 8 Video Assignment 2. Chapter 8 Quiz - due by 1:00 pm



	Dates:	Topics/Readings:	Homework:
Week 7	February 22	Chapter 9: Global Market Entry Strategies Additional reading: <ul style="list-style-type: none"> Koch, Adam J. (2001), "Factors influencing market and entry mode selection: Developing the MEMS model," <i>Marketing Intelligence & Planning</i>, 19, No 5, 351-361. 	Chapter 9 Quiz - due by 1:00 pm
	February 24	Exam 2 Preview - Kahoot	
Week 8	March 1	Exam 2 (Chapters 6-9)	
	March 3	Team Project Day 1	Country Analysis Section I - due by 1:00 pm
Week 9	March 8-10	NO CLASS – SPRING BREAK	
Week 10	March 15	Chapter 10: Brand & Product Decisions in Global Marketing	1. Chapter 10 Mini Sim on Creating Customer Value 2. Chapter 10 Quiz - due by 1:00 pm
	March 17	Chapter 11: Pricing Decisions	Chapter 11 Quiz - due by 1:00 pm
Week 11	March 22	Chapter 12: Global Marketing Channels & Distribution	1. Chapter 12 Mini Sim on Supply Chain 2. Chapter 12 Quiz - due by 1:00 pm
	March 24	Chapter 13: Global Marketing Communication Decisions I Additional reading: <ul style="list-style-type: none"> De Mooij, Marieke & Hofstede, Geert. (2010). The Hofstede Model: Applications to Global Branding and Advertising Strategy and Research." <i>International Journal of Advertising: The Quarterly Review of Marketing Communications</i>, Volume 29 (1), pp.85-110 	1. Chapter 13 Mini Sim on Advertising 2. Chapter 13 Quiz - due by 1:00 pm
Week 12	March 29	Chapter 14: Global Marketing Communication Decisions II	1. Chapter 14 Video Assignment 2. Chapter 14 Quiz - due by 1:00 pm
	March 31	Case Study Day: IKEA	



	Dates:	Topics/Readings:	Homework:
Week 13	April 5	Chapter 15: Global Marketing & the Digital Revolution Additional reading: <ul style="list-style-type: none"> The New York Times Privacy Project https://www.nytimes.com/series/new-york-times-privacy-project 	<ol style="list-style-type: none"> Chapter 15 Video Assignment Chapter 15 Quiz Privacy article presentations - due by 1:00 pm
	April 7	Case Study Day: Dropbox	
Week 14	April 12	Team Project Day 2	Environment Section II - due by 1:00 pm
	April 14	NO CLASS – Easter Break	
Week 15	April 19	Exam 3 Preview - Kahoot	
	April 21	Exam 3 (Chapters 10-15)	
Week 16	April 26	Team Presentations	
	April 28	Team Presentations	Papers (Sections I & II) and presentations (Section III) - due by 11:59 pm

Schedule as of 8/8/2022