

Upper Iowa University
External Degree Program
BA 424-05 International Marketing

COURSE DESCRIPTION:

This course builds on topics from Marketing Principles and applies them to global situations. Emphasis is on the development of an appropriate marketing mix for international target markets. The importance of consumer orientation is stressed. International marketing research, consumer behavior and cultural sensitivity are examined. Prerequisite: BA 208. Three semester credits.

REQUIRED MATERIALS:

1. TEXT: *International Marketing*, 12 edition. Philip R. Cateora and John L. Graham. Boston: McGraw-Hill Irwin: 2005. ISBN: 0-07-283371-8
2. Syllabus

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: www.uiu.edu. Click on the link called Resources for Center, External Degree and Online Program learners. Follow the link and select External Degree for your location.

COURSE OBJECTIVES:

1. Apply the marketing concept to international and global organizational activities
2. Assess the different foreign market entry strategies companies may utilize anticipated profit for the same.
3. Select and explore current issues in international trade and marketing.
4. Evaluate relevant economic, environmental, cultural, political and legal concepts.
5. Design an appropriate marketing mix to match an individual country's needs.

READINGS AND EXAMS:

Unit 1: Chapters 1-3
Unit 2: Chapters 4-6
Unit 3: Chapters 7-9
Midterm: Chapters 1-9
Unit 4: Chapters 10-12

Unit 5: Chapters 13-15
 Unit 6: Chapters 16-19
 Final: Chapters 10-19

ASSIGNMENTS:

The International Marketing course consists of six study unit, a proctored midterm exam covering the first three units, and a final exam covering the remaining three units. Each of the units will include a three chapter reading assignment, multiple-choice questions, five questions requiring a short written answer, and a case study.

Unit	Unit Description	Chapters
1	Overview, environment of international trade, geographic and historical considerations. Case study: “Nestle: The Infant Formula Controversy”, page 606.	1-3
2	Cultural dynamics, business customs, political arena. Case study: “The Not-So-Wonderful World of EuroDisney”, page 620.	4-6
3	International legal environment, global vision, emerging markets. Case study: “Starnes Brenner Machine Tool Company”, page 627.	7-9
Midterm Exam Chapters 1-9		
4	Market regions and groups, global marketing management, products for consumers. Case study: “Krispy Kreme Doughnuts Going Global?”, page 638.	10-12
5	Industrial products, international distribution systems, exporting and logistic. Case Study: “Boeing’s Product Development Stumble”, page 650.	13-15
6	Global advertising, personal selling, and pricing implementation. Case study: “National Office Machines”, page 668.	16-19

Final Exam Chapters 10-19

The best approach to this course is to read the assignment in the text, answer the multiple choice questions and then address the “short answer” questions. Responses to the “short answer” questions should be typewritten unless you have no access to a word processor. Emphasis

should be placed on the quality of the answers and not on the length. Be concise, yet complete in your response. Generally, one or two paragraphs will be sufficient.

The case studies will allow you to apply the theories and principles of international marketing you have learned to actual situations which have taken place in a variety of organizational settings. All the questions which are posed at the end of the case should be addressed in your narrative but you need to provide much more than just an answer. The case studies require thought and analysis and the instructor will be looking for your ideas and the benefit of your experiences. One to two typewritten pages will generally allow you to cover the required material.

In all your written work, it is important to remember that you will be evaluated on the extent to which the answers adhere to the accepted principles of proper English expression (i.e. grammar, word usage, spelling and punctuation) as well as the clear organization of ideas.

SKILLS :

This course will increase your ability to

1. Read critically and write clearly.
2. Define problems, distinguish between fact and opinion and propose and evaluate solutions.
3. Develop an understanding of divergent cultural perspectives and develop an understanding of the interdependence of nations.
4. Cultivate a sense of imagination and creativity.
5. Evaluate situations from an ethical perspective.
6. Apply the marketing concepts to international and global business operations.
7. Evaluate current issues in international trade and marketing.

EXAMINATION INFORMATION:

You should begin studying for the examinations as you complete each unit. Upon nearing completion of the first three units, you should request that the midterm exam be mailed to your proctor (be sure to request it three weeks in advance). The midterm exam will contain multiple choice and “short answer” questions similar to those you have completed in your lessons. There will be no case studies in the exam. You can use your corrected lessons to prepare for the exam, but remember the exam questions will **not** necessarily be identical to the questions you have already seen.

Upon nearing completion of the rest of the course, you should request that the final exam be mailed to the proctor. It will be similar to the midterm but will cover only the second half of the course. **No notes, books, or other materials are allowed when taking the proctored exams.** The exams are not easy but if you have properly prepared the previous assignments and have studied the material in a timely and efficient manner, you should not suffer undue stress or hardship.

NOTE: Students will need to pass at least one of the two proctored exams to pass this course.

COMPOSITION OF GRADE:

Each open book unit exam consists of:

5 short answer questions @ 5 points each	25 points
50 multiple choice questions @ 1 point each	50
1 case study @ 25 points	<u>25</u>
TOTAL POINTS PER UNIT	100 points

Each of two proctored exams consist of:

5 short answer questions @ 20 points each	100 points
50 multiple choice questions @ 2 points each	<u>100</u>
TOTAL POINTS PER EXAM	200 points

The percentage of points received out of a possible 1000 will determine the final grade:

Unit 1 Chapters 1-3	100 points
Unit 2 Chapters 4-6	100
Unit 3 Chapters 7-9	100
Midterm exam Chapters 1-9	200
Unit 4 Chapters 10-12	100
Unit 5 Chapters 13-15	100
Unit 6 Chapters 16-19	100
Final exam Chapters 10-19	<u>200</u>
TOTAL POINTS FOR COURSE	1000 points

The letter grade can be determined by adding your total points and applying the result to the following table:

900-1000	A	90-100%
800-899	B	80-89%
700-799	C	70-79%
600-699	D	60-69%
Below 600	F	59% or less

UPPER IOWA UNIVERSITY USES A STANDARD GRADING SYSTEM:

A = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

B = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

C = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

D = Quality and quantity written and oral work is below average and barely acceptable.

F = Quality and quantity written and oral work is unacceptable.

CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender's own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students' work or allowing others to copy your work,
- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person's work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service. Extended University Catalog 2005/06 page 87.

ATTENDANCE:

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

LIBRARY RESOURCES:

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. For InfoTrac access information, please contact the library at library@uiu.edu.

WITHDRAWAL:

If you wish to withdraw prior to the last day of the enrollment period you must contact the External Degree office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

SPECIAL NEEDS:

If you require accommodation for special needs, please provide documentation to the Director of External Degree.

This syllabus is tentative and subject to change.