

University of Missouri-St. Louis
International Marketing (MKTG/IB 3780)
Spring 2020
MW 11 a.m. – 12:15 p.m. (004 ABH)

INSTRUCTOR: Dr. Janet Y. Murray
E. Desmond Lee Professor for Developing Women Leaders and Entrepreneurs
in International Business
Professor of Marketing

OFFICE: ABH 223

OFFICE HOURS: MW 9:45 a.m. - 10:45 a.m. and by appointment

OFFICE PHONE: (314) 516-6537

E-MAIL: murrayjan@umsl.edu

REQUIRED TEXT:

Philip Cateora, John Graham, Mary Gilly, and Bruce Money (2020), *International Marketing*, 18th edition, McGraw-Hill Education, New York, NY.

This course is part of our AutoAccess program designed to reduce the cost of course materials for students. You will have access to the digital content for this course through Canvas on the first day of class automatically.

Your student account will be charged for the cost of the digital course material. We have helped save students over \$15 million by providing digital content over the last 5 years.

The lowest cost content has been sourced. If you choose to opt out of the content, please do so by February 4, 2020 to receive a refund. You will be sent an AutoAccess Welcome Email that will provide the charged amount, the opt-out process, and any additional information needed for your AutoAccess course beginning January 8, 2020.

If you have any questions, please contact the Triton Store at 314-516-5763 or email autoaccess@umsl.edu.

RECOMMENDED READINGS:

Business Week, Fortune, The Wall Street Journal

COURSE CATALOG DESCRIPTION:

Marketing management problems, techniques and strategies needed to apply the marketing concept to the world marketplace. Understanding a country's cultural and environmental impact on the marketing plan is emphasized as well as competing in markets of various cultures. (UMSL catalog)

COURSE OBJECTIVES:

Current interest in international marketing can be explained by changing competition, coupled with shifts in demand characteristics in markets throughout the world. With the increasing globalization of world markets, companies find that they are unavoidably enmeshed with foreign customers, competitors, and suppliers. Today, most business activities are international in scope. Technology, research, production, capital and investments have international dimensions. Every business must be able to compete in an increasingly interdependent international economic environment. Thus, the need for studying international marketing is becoming evident, and in fact imperative. This course focuses on the following objectives:

1. To provide an overall management perspective on the functions and significance of international marketing.
2. To develop an understanding of the multiple environments within which companies operate.
3. To develop an understanding of the tools and techniques in screening and analyzing international markets.
4. To apply skills in developing the appropriate marketing mix for international markets.

COURSE STRUCTURE AND REQUIREMENTS:

Class Format. The course will be based on a lecture and discussion format. I will upload course materials (e.g., PowerPoint slides, cases, assignments) and announcements on Canvas. Students are responsible for checking Canvas regularly and printing the course materials for their own reference.

Class Participation/Attendance. You are expected to study the assigned materials for each session and be prepared to participate in class discussions. Regular and on-time attendance and contributions to class discussions on course-related topics are important components of the learning process. Your grade for class participation will be based on your attendance, and the frequency and quality of your contributions. You are responsible for providing your signature on the attendance sheet; however, **if you are more than 10 minutes late, you are not allowed to sign in. If you leave before a class session is over, it will be counted as an absence even though you have provided your signature on the attendance sheet.**

Recordings of any class activity are not permitted. It is a violation of University of Missouri policy to distribute such recordings without my authorization and the permission of others who are recorded.

Individual Case Analysis. We will conduct a total of four case analyses to be held on **February 17, March 4, April 13, and April 29, 2020**. Each student is responsible for performing one individual case analysis with a written component and an oral component. I will assign the case to each student. Refer to the handout on “Individual Written Case Analysis Guidelines,” which will be distributed on **January 29, 2020**.

Individual Assignment. The individual assignment, which is related to exchange-rate calculations, will be due on **April 29, 2020**.

Policy for Late Assignments. Late assignments will be penalized 30% for **each calendar day** they are late. Please note that you can submit your assignments before the due date; however, assignments submitted **after the due date and time** are considered as late and are subject to the penalty mentioned above.

Tests. There will be three tests, which will be held on **February 19** (Chapters 1 – 5), **March 18** (Chapters 6 – 10), and **April 22, 2020** (Chapters 11 – 15). The tests consist of non-essay questions (e.g., multiple-choice, true or false, fill-in-the-blank questions). Students have to take **all three** tests; however, only two tests will be counted toward the final course grade, with the lowest test score dropped. **For those students who have taken two tests only, 5 points will be deducted from the total score of the two tests.**

Final Examination. The final examination, which will be held on **Monday May 11, 2020 (10 a.m.-noon)**, may consist of both essay and non-essay questions. It will include Chapters 16 and 18, selected chapters from the three tests, the four cases, and may also include other materials.

Policy for Tests and Final Examination. There will be **no** make-up tests given. Make-ups for the final examination will be granted only for extreme personal problems/illness. You must contact the instructor

before the final examination and **show documented evidence** to be eligible for the make-up final exam. Any students who have not made an arrangement for make-up exams **before** the final examination will receive a zero grade on the final examination. The privilege of a make-up final examination is at the professor's discretion.

ACADEMIC DISHONESTY:

Academic dishonesty is a serious offense that may lead to probation, suspension, or **dismissal from the University**. One form of academic dishonesty is plagiarism—the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by using any unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member (e.g., copying someone else's answers on tests and quizzes). Unauthorized possession or distribution of academic materials is another type of academic misconduct. It includes the unauthorized use, selling or purchasing of examinations or other academic work, using or stealing another student's work, unauthorized entry or use of material in a computer file, and using information from or possessing exams that an instructor did not authorize for release to students. Falsification is any untruth, either verbal or written, in one's academic work. Facilitation is knowingly assisting another to commit an act of academic misconduct. **Plagiarism, cheating, and falsification are not acceptable.**

PERFORMANCE EVALUATION:

Each student will receive a grade determined through an evaluation of the following:

Two tests (40%)	=	80 points
Final Exam (25%)	=	50
Individual Case Analysis (Written) (10%)	=	20
Individual Case Analysis (Oral) (5%)	=	10
Individual Assignment (5%)	=	10
Class Participation/Attendance (15%)	=	30

Bonus points for attending Dr. Amber Simpson's presentation = 5 points

Distinguished Speaker Series

Dr. Amber Simpson, Department Leader, Recruitment Strategies—FA Career Development, Edward Jones

Tuesday March 17, 2020, 5:30 p.m., Millennium Student Center, Century Rooms A, B, & C

A	=	180 – 200 points
B+	=	172 – 179
B	=	162 - 171
B-	=	158 - 161
C+	=	152 - 157
C	=	142 - 151
C-	=	138 – 141
D+	=	132 - 137
D	=	122 - 131
F	=	121 and below

TENTATIVE COURSE SCHEDULE AND ASSIGNMENTS*

WEEK	DATE	TOPIC	ASSIGNMENTS
1	1/22	Introduction to the Course	
2	1/27	The Scope and Challenge of International Marketing	Chapter 1
	1/29	The Dynamic Environment of International Trade ASSIGN INDIVIDUAL CASE ANALYSIS HANDOUT ON INDIVIDUAL CASE ANALYSIS	Chapter 2
3	2/3	The Dynamic Environment of International Trade	Chapter 2
	2/5	History and Geography: The Foundations of Culture	Chapter 3
4	2/10	Cultural Dynamics in Assessing Global Markets	Chapter 4
	2/12	Culture, Management Style, and Business Systems	Chapter 5
5	2/17	CASE 1 (1-1 STARBUCKS—GOING GLOBAL FAST)	
	2/19	TEST 1	
6	2/24	The Political Environment: A Critical Concern	Chapter 6
	2/26	The Political Environment: A Critical Concern The International Legal Environment: Playing by the Rules	Chapter 6/ Chapter 7
7	3/2	The International Legal Environment: Playing by the Rules	Chapter 7
	3/4	CASE 2 (2-3 STARNES-BRENNER)	
8	3/9	Developing a Global Vision through Marketing Research	Chapter 8
	3/11	Economic Development and the Americas	Chapter 9
9	3/16	Europe, Africa and the Middle East	Chapter 10
	3/17	DISTINGUISHED SPEAKER SERIES Dr. AMBER SIMPSON, EDWARD JONES 5:30 P.M., MSC CENTURY ROOMS A, B, & C	
	3/18	TEST 2	
10	3/23	SPRING RECESS	
	3/25	SPRING RECESS	
11	3/30	The Asia Pacific Region	Chapter 11
	4/1	Global Marketing Management: Planning and Organization	Chapter 12

12	4/6	Products and Services for Consumers	Chapter 13
	4/8	Products and Services for Businesses	Chapter 14
13	4/13	CASE 3 (McDONALD's GREAT BRITAIN)	
	4/15	International Marketing Channels	Chapter 15
14	4/20	Pricing for International Markets	Chapter 18
	4/22	TEST 3	
15	4/27	Pricing for International Markets	Chapter 18
	4/29	CASE 4 (1-2 NESTLE) INDIVIDUAL ASSIGNMENT DUE	
16	5/4	Integrated Marketing Communications and International Advertising	Chapter 16
	5/6	Wrap-up session	
	5/11	FINAL EXAMINATION (10 a.m. – noon)	

* Schedule may be changed at the discretion of the professor.