

UMSL

Syllabus: Marketing/International Business 3780 Spring 2020

About the Instructor



Contact information:

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1002 Tower

Virtual Office Hours: between 9:00 A.M. and 9:00 P.M.
In-Person Office Hours: by appointment

Welcome to International Marketing. *I would like to take this opportunity to introduce you to the exciting, demanding and pervasive world of international business. No matter what career path you think you are headed for, you will find that it will be very much a part of the international marketplace. Understanding how it works will make you more effective and thus a more desirable employee. International business is dynamic, challenging, and so interesting. I never stop learning and never cease to be amazed.*

I am a teaching professor and an International Business Fellow at UM-St. Louis. *I have been teaching here for twenty five years, and teaching this subject for twenty of those years. Our undergraduate International Business program has ranked among the top twenty in the nation for the past fifteen years. In that time I have had the privilege to teach abroad in England, Finland and Germany. I have also participated in faculty enrichment programs in Austria, Belgium, Russia, Turkey, Japan, Thailand, and China. I am a member of our IB Advisory Board, have been the faculty advisor for the IB Club and the IB Honor Society, and have developed the IB Career Conference and the IB Case Competition, which are annual events attracting students from all over the country. I love this field, and I believe it is important to instill that love in my students.*



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About this course:

Required text: International Marketing

Cateora, Gilly, Graham

15th, 16th or 17th

ISBN #13:978-0-07-352994-3

https://mygateway.umsl.edu/bbcswebdav/pid-2962647-dt-content-rid-22088254_1/courses/UMSL-DEV-VINING-INTLBUS37801-SEC1/international-marketing-15th-ed.pdf (Links to an external site.)

Other course materials: *Will be indicated in the modules*

Course 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. (U.M.S.L. Course Catalogue)

This course attempts to relate the marketing concept to the global marketing environment. Analysis of the problems of the market environment across international boundaries as well as a managerial decision making approach toward the problems presented will be used to increase understanding of the framework in which marketing management decisions are made by those who choose to venture abroad.

Lecture and discussion will be supplemented by case studies, current issue reports, readings, and videos.

Technology Requirements: As a student in an online course, you are expected to have access to the internet every day. If you have computing problems, it is your responsibility to address these, or come to campus to use the student computing labs. Problems with your computer or other technology issues is not an excuse for any delays in meeting expectations and deadlines for the course. So, if you have a problem, get help in solving it immediately. At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux)
2. Updated Internet browsers ([Apple Safari](#), [Internet Explorer](#), [Google Chrome](#), [Mozilla Firefox](#))
3. Ability to navigate Canvas
4. DSL or Cable Internet connection or a connection speed no less than [6 Mbps](#).
5. Media player such as [VLC Media Player](#).
6. [Adobe Flash player \(free\)](#)
7. [Adobe Reader or alternative PDF reader \(free\)](#)
8. [Oracle Java plugin \(free\)](#)
9. [Microsoft Silverlight plugin \(free\)](#)
10. A webcam and microphone



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Time Requirements: If this course was offered on campus, you'd be in class 2.5 hours/week, along with the travel time involved. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week IN ADDITION TO the time it takes you to read the required materials and watch the videos, as well as the additional work required to complete the assigned papers and group work. That means that you need to plan to spend a **minimum of 8 hours every week**, up to 12 hours a week, on activities related to this course. Group work necessitates daily participation, though time requirements may vary by the task. If you do not have that amount of time to devote to this course, you should perhaps reconsider taking this course at this time.

Tests: Tests will consist of multiple choice questions based on the text, readings, handouts, cases, lectures, guest speakers, and class discussions (Zoom sessions). Exams will be given on the dates indicated on the syllabus. Your exams can be taken at the testing centers on campus or you can make arrangements with the outreach centers and have them contact me. Another option is ProctorU. Please see instructions for using this resource at <http://www.umsl.edu/~campustesting/ProctorU-HowitWorks-Test-Taker.pdf>. I count the best three out of four exams, and I do not give make-up exams. Unexcused missed tests will be given a grade of 0.

Current Issues: Two times during the semester I will ask your group to research a particular issue that is important in international marketing. I expect each member of the group to find information in at LEAST three current (within one year) sources and write as a group a scholarly three to five page report that summarizes the salient points. It should, of course, be fully documented. Each report can gain each member of the group up to forty points. I will put the issues on a Google Doc for at least three weeks before the paper is due. Each student must post to the Google Doc at least three times each week (as indicated in the modules), and average at least one pertinent source each week. Failure to participate in a scholarly and active manner, meeting the deadlines, in the discussion could lose all those points for individual team members. Please remember, the professor can only see what you do ON the Google Doc, not personal emails or phone conversations, and the online participation will be the source of your grade.

There will be two or more groups for each current issue. Each group will be assigned to make an oral presentation of their findings on Voicethread for one of the two current issues they are assigned. All groups will vote on the best presentation, and the winning presentation (50% student input, 50% professor input) will receive 5 bonus points. Students not voting will have five points deducted from their paper score. All current issues are fair game for exam questions.

Case Studies: We will be discussing several cases during the course of the semester. Each student is required to write a one to two page analysis of each of the cases. Cases will be graded on a pass/fail basis with each passing grade earning 5 points. Each analysis should be written in a bullet format and should address the following three major questions:

1. **Salient facts of the case – to be in bullets**
 2. **Main problem, opportunity or situation facing the company – to be in bullets**
 3. **Recommendation as to the best course of action**
- If you were the marketing manager, what would you do?



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- Since this is a well thought out explanation, it should be in paragraph form.

Program Attendance: The University sponsors many business and international lectures, forums and other programs that will augment the learning experience of this class. Students are encouraged to attend as many of these as they can fit into their already busy schedules. I will put a list of approved programs on Canvas, adding to it as new ones are scheduled. If you see a program that interests you, just ask if it is acceptable. Students may earn one bonus point for each one that they attend, up to a total of ten bonus points. One typed written paragraph describing the program must be submitted to the assignment folder on my Canvas subsequent to attendance, and must have the student’s name and section number in the upper right hand corner of the page.

International Business Career Conference: The International Business Honor Society sponsors the eleventh annual IBCC on March 13th from 8:30 – 2:30 in the MSC. This year’s keynote speaker is Yvette Miley, Senior VP of MSNBC. There will also be workshops and a networking lunch with over thirty international companies to meet. I strongly encourage you to attend, and will give five bonus points to those attending the entire program. Volunteers are needed. Contact me if you are interested.

Readings and discussion: You are expected to have read the chapters in the text as indicated on the syllabus. In addition, I will occasionally post particularly interesting Internet articles on My Gateway. You are responsible for all information thus received.

I try to encourage participation and discussion in class, and I welcome pertinent comments and examples that augment the lecture. Questions are rarely stupid, and if you are confused, it is highly likely there are other students equally clueless. Don’t be afraid to ask. If you post a question to Voicethread, I will attempt to answer it at the next Zoom session. If you cannot attend the session, you will have to listen to the archive.

Assessment/Grading

Test scores (150 pts. each)	300 pts.
Case Studies	20 pts.
Current Issues	80 pts.
Presentation	30 pts.
Total	430 pts.

A = 387+ pts. B+ = 374+ pts. B = 353+ pts. B- = 344 pts. C+ = 331pts.
C = 310+pts C- = 301+ pts. D+ = 288+ pts. D = 279+ pts. F = under 279 pts.

Extra Credit: 15 possible



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Online Class Netiquette/behavior

- **Be self-reflective** before you post an emotional response and reread what you have written to be sure it is positive. Think of your comments as printed in the newspaper. Your online comments will be seen, heard and remembered by others in the class.
- **Use effective communication.**
 - Avoid the use of all caps or multiple punctuation elements (!!!, ??? etc).
 - Be polite, understate rather than overstate your point, and use positive language.
 - If you are using acronyms, jargon or uncommon terms, be sure to explain them so everyone can understand and participate in the discussion.
- **Ask for clarification** to a point if you feel emotional from a classmate's post. It is likely that you misunderstood his/her point. This strategy will also help you step away from the intensity of the moment to allow for more reflection.
- **Sign your name.** It is easier to build a classroom community when you know to whom you are responding.
- **Foster community.** Share your great ideas and contribute to ongoing discussions. Consider each comment you make as one that is adding to, or detracting from, a positive learning environment for you and your classmates.
- **Be constructive.** You can challenge ideas and the course content, but avoid becoming negative online. When you disagree politely you stimulate and encourage great discussion. You also maintain positive relationships with others with whom you may disagree on a certain point.
- **Keep the conversation on topic** by responding to questions, adding thoughtful comments about the topics at hand. Online dialogue is like conversation. If there is a particular dialogue going on, please add to it, but if you have something new to say, please post it in another thread.
- **Define your terms.** When using acronyms or terms that are particular to your field (or new to our course), please define them for others.

Course Policies

Participation (expectations)

- It is vitally important that our classroom environment promote the respectful exchange of ideas. This entails being sensitive to the views and beliefs expressed during discussions whether in class or online. Please speak with me before recording any class activity. It is a violation of University



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of Missouri policy to distribute such recordings without my authorization and the permission of others who are recorded.

- I will not respond to each post but will be monitoring each discussion.
- Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions. Timely participation in online discussions is a very important part of this course and participation in these discussions, and other activities as assigned, is not optional. You are expected to prepare and post to discussions in a timely manner consistent with the requirements contained within the course syllabus

If you are unable to participate in the scheduled class activity or discussions you must notify the instructor within the week of that class module or discussion. **An unexcused failure to engage or participate with the class will be counted as an absence; unexcused absences may result in failure.** The instructor reserves the right to make judgment to accept and/or make-up assignments missed because of failed participation in the course activities.

Online Discussion Protocol

- Participation in the course should maintain a positive work and learning environment, as outlined in the [Triton Manual](#).
- Postings should be evenly distributed during the discussion week.
- Postings should be a minimum of three sentences, or one short paragraph, and a maximum of two paragraphs.
- Responses should be well written with proper punctuation, spelling and grammar.
- Avoid short one-word postings, for instance, "I agree," unless accompanied by supporting statements from the readings or prior knowledge (work and life experience).
- Stay focused on the topic.
- Ask questions; challenge other postings that lack supporting evidence or present incorrect information.
- Encourage further discussion by building on current threads.
- Check your postings for responses from others and respond in kind.
- Use proper ["netiquette"](#).

Attendance Policies

- *Present* in class for online courses is determined by participation in an "academically related activity," i.e. submission of an assignment, assessment or discussion forum posting. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.

Academic Integrity/Plagiarism



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- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University's Campus Policies and Procedures in the [Triton Manual](#) (p. 30)
- 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.**
- All instances of academic dishonesty will be reported to the Office of Academic Affairs who will determine whether you will appear before the Student Conduct Committee for possible administrative sanctions such as dismissal from the university. The instructor will make an academic judgment about the student's grade on that work in this course. The campus process regarding academic dishonesty is [described in the "Policies" section of the Academic Affairs website](#)
- Plagiarism is the use of another person's words or ideas without crediting that person.
- Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, and dismissal from the University, per the [UMSL academic dishonesty policy](#).
- Students are responsible for being attentive to and observant of campus policies about academic honesty as stated in the [University's Student Conduct Code](#).
- To avoid accusations of academic dishonesty, please submit all written work to the Turnitin System before finalizing what you submit for evaluation. Check information about The Writing Center @UMSL that is linked to MyGateway Home.

Title IX Policies

In adherence to the policies of Title IX and to promote a safe and secure educational environment, it is strongly recommended statements similar to those below be added to your course syllabus:

- **Mandatory Reporting:** Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.



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Student Resources

Access, Disability and Communication

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact Disability Access Services (DAS) immediately. Students must provide documentation of their disability to the office of Disability Access Services in order to receive official University services and accommodations. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. Information about your disability is confidential. Once DAS reviews your medical documentation, they will provide you with the information and steps to inform me about the accommodations to which you are entitled. Your accommodations will begin as soon as we discuss your approved accommodations.

- 144 Millennium Student Center
 - Phone: (314) 516-6554
 - [Email](#)
 - [Website](#)
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Office of International Students and Scholar Services

If you have difficulty communicating in English with the instructor of this course, contact ISS.

- 261 Millennium Student Center (MSC)
- Phone: (314) 516-5229
- [Email](#)
- [Website](#)

Student Retention Services

SRS provides comprehensive support and intervention strategies that support your road to graduation!

- 225 Millennium Student Center (MSC)
- Phone: (314) 516-5300
- [Email](#)
- [Website](#)

Technical Support

Online Mentor Program

The Online Mentor Program was created to provide centralized direction and support to online and reentering adult students seeking degree completion at the University of Missouri-St. Louis (UMSL). Whether you are returning to school to complete an undergraduate degree started long ago or you desire to earn a Ph.D., we are here to guide you to completion. The OMP staff will support and guide you, providing access to valuable resources. You may choose to continue your education in an online environment, traditional courses or blended opportunities. We are here to see you achieve academic success.

- 307 Social Sciences and Business Building (SSB) - Tower



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- Phone: (314) 516-4210
- [Email](#)
- [Website](#)

Canvas

If you have problems logging into your online course, or an issue within the course site, please contact the **Technology Support Center**:

- Phone: (314) 516-6034
- [Email](#)
- [Website](#)

If you are having difficulty with a technology tool in Canvas, consider visiting the [Canvas Student Guides](#), which has overviews of each tool and tutorials on how to use them.

VoiceThread

- [Online Contact Form](#)
- [Website](#)

Academic Support

The Online Writing Center

At the OWC MyGateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.

- 222 Social Sciences and Business Building (SSB)
- [Website](#)
- Visit the OWC page on MyGateway to submit drafts online.
- The OWC usually responds within 48 hours. Please allow ample time.

Math Academic Center (Math Lab)

The Math Academic Center offers free individual assistance on a walk-in basis to students needing help with any mathematics from basic math through calculus or any course involving mathematical skills.

- 222 Social Sciences and Business Building (SSB)
- [Website](#)

Online Mentors

This course may be assigned an Online Mentor who will be able to assist with technology issues and answer non-content questions regarding online courses. It is strongly recommended that students contact the online mentor on these issues rather than the professor.