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### Welcome

Welcome to our online course of international marketing! I am an Associate Professor of Marketing at College of Business Administration, University of Missouri-St. Louis. I received my B.A. degree in Management Science from Fudan University and PhD degree in Marketing/International Business from Saint Louis University. My research areas include inter-firm relationships, international marketing strategies, and firm capabilities. I have been teaching international marketing since 2009. In this course, I will serve as a guide as you explore the material in this course and provide timely and meaningful feedback that will ask you to reflect on your own learning. I will create the framework for your exploration, but you will do the hard work of learning.

### Course Overview

This course addresses the complexities of marketing in a global context and how to adapt marketing strategies to meet specific national market needs. Specifically, the course is designed to cover, but is not limited to (a) the nature, problems, and perspectives of marketing activities across country boundaries; (b) how the environmental factors (economic, social, cultural, political, and legal) affect international marketing strategies; (c) the global entry strategies including exporting, licensing, foreign direct investment, and strategic alliances; (d) international product, branding, pricing, distribution, and marketing communication strategies. Students will learn to develop the knowledge and skills in the formulation, implementation, and evaluation of marketing strategies and business operations in international markets.

The course will help students achieve the following objectives:

- 1) Students will get up-to-date knowledge of key markets in the world, different cultural, socio-economic, and legal environments encountered in the international marketplace;
- 2) Students will be able to articulate international marketing strategies and solve practical business problems in specific national markets from the real business world.

**Digital Textbook:** *International Marketing*, Cateora, P. R., Gilly, M. C., and Graham, J., 18th edition, published by McGraw-Hill.

### **UMSL Bulletin Description:**

Prerequisites: MKTG 3700 and a 2.0 overall GPA. 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. Worldwide consumerism, economic and social development, the spread of multinational corporations, business ethics, and current economic and marketing issues are examined.

### **Time Requirements:**

If this course were offered on campus, you'd be in class 2.5 hours/week plus travel time. 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, watch the videos, and complete the assignments. That means that you need to plan to spend a minimum of **6 hours every week** (up to 9-10 hours a week) on activities related to this course. If you are worried about your preparedness, consider taking the [Online Readiness Survey](#) to help decide if an online course is right for you.

### **Technology Requirements:**

As a student in an online course, you are expected to have reliable internet access almost every day. If you have computing problems, it is your responsibility to address these or to use campus computing labs. Problems with your computer or other technology issues are not an excuse for delays in meeting expectations and missed deadlines for the course. 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](#) (Blackboard Learning Management System)
4. Minimum Processor Speed of 1 GHz or higher recommended.
5. DSL or Cable Internet connection or a connection speed no less than [6 Mbps](#).
6. Media player such as [VLC Media Player](#).
7. [Adobe Flash player \(free\)](#)
8. [Adobe Reader or alternative PDF reader \(free\)](#)
9. [Oracle Java plugin \(free\)](#)
10. [Microsoft Silverlight plugin \(free\)](#)
11. A webcam and/or microphone is **highly recommended**.

### **How This Course Works:**

This course is divided into eight units, each to last two weeks. The activities you need to complete will be inside each unit folder with a clear outline of deadlines for each activity. You will learn that there is a rhythm and a wide range of time during which you can complete those activities, as I know you have a complicated work/life schedule already. Please plan to complete assignments as early as you can, though, to allow for any complications you may encounter submitting your work.

This course is delivered using an asynchronous model. This means that each two-week unit offers you some flexibility within which to work. There are deadlines, however, and this is not a self-paced course. Because of the nature of the group discussions and projects, you cannot work ahead without the rest of the class. I believe strongly in social constructivism and want us to construct meaning together as we learn through different topics of international marketing.

Instructional methods used in this course include small and large group discussions online, case studies, and individual assignments. I have structured the activities to encourage feedback from your peers as well as from me as you participate in class activities.

### **Instructional Technology:**

The following tools will support the instructional strategies for this course: (web searches, PowerPoint, Blackboard Collaborate, and other web and computer-aided instruction, etc)

**If this is your first online course, it is recommended that you complete the [Online Course Overview](#) listed in your Canvas course list. If you've already completed the orientation, you do not have to retake it but you can refer to it for helpful videos and tutorials about the technologies used in this course.**

## **Course Assessment**

### **Tests (20%):**

There will be two tests. Questions would include 50 multiple-choices. Each is worth 10% of the final grade. The dates of the tests are listed in the course schedule.

### **Assignments (35%):**

There will be six individual assignments and one reflection journal. Each one will account for 5% of the final grade. Please follow the instructions listed in each assignment to finish it and submit it.

### **Discussion Board Entries (30%):**

There will be six discussion board activities. Each one will account for 5% of the final grade. Students will be required to participate in online discussions. Students will be expected to write reflectively in response to thoughts/questions posed by instructor and/or their peers. Please refer to the discussion board rubric before you begin posting.

### **Individual Research Paper (15%):**

In this course, each student is required to develop a Country Notebook for a Non-U.S. market such as, China, South Korea, Mexico, India, Russia, South Africa, and etc. The country notebook should include:

- 1) Social environment of the country,
- 2) Cultural Analysis,
- 3) Economic Analysis including the foreign investment in the country.
- 4) Choose one or multiple foreign companies and discuss the performance in the country.

The length of the paper should be between 8-10 double-spaced pages including reference and appendix. The grade will be based on four criteria: (1) paper structure; (2) degree of creativity (making topic interesting); and (3) quality of research.

### **Grades:**

Final grades will be assigned based on the following requirements and corresponding weights:

Exams:	20%
Assignments:	35%
Discussion board entries:	30%
Individual Project:	15%
Total:	100%

The breakdown of grade ranges:

A = 93% and above; A- = 90-92%; B+ = 87-89%; B = 83-86%; B- = 80-82%; C+ = 77-79%; C = 73-76%; C- = 70-72%; D+ = 67-69%; D = 63-66%; D- = 60-62%; F= Below 60%

### **Grading Scale:**

The UMSL Grading System is based on a four-point scale. The grade value for each letter grade is as follows:

A = 4.0	B- = 2.7	D+ = 1.3	EX = Excused
A- = 3.7	C+ = 2.3	D = 1.0	DL = Delayed
B+ = 3.3	C = 2.0	D- = 0.7	FN = Failure/Non
B = 3.0	C- = 1.7	F = 0	Participation

### **Feedback and Grading Timeline:**

Under normal circumstances, discussion grades will be returned, with rubric feedback, within 48 hours of the discussion due date. Other assignments may take longer to grade. You can find grade in the My Grades button on Canvas. If there is a rubric attached to the assignment, you can click your score to see my personal feedback on the rubric. For longer assignments, I will make comments directly on your work and reattach my edited copy to you accessible via My Grades.

### 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 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 and discussion rubric.
- 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:**

- 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 copying information from another student. Plagiarism and cheating are not acceptable.
- Academic dishonesty will be reported to the Office of Academic Affairs for possible action. The instructor will make an academic judgment about the student’s grade on that work and in that course. The campus process regarding academic dishonesty is described in the “Policies” section of the Academic Affairs website

### **Title IX Policies:**

**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.

### Student Resources

#### **Access, Disability and Communication:**

Students who have a health condition or disability, which may require accommodations in order to participate effectively in this course, should contact the **Disability Access Services Office**. Information about your disability is confidential.

- **144 Millennium Student Center (MSC)**
- Phone: (314) 516-6554
- [Email](#)
- [Website](#)

#### **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

#### **GOAL Office:**

The GOAL 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 GOAL 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.

- 306 Social Sciences and Business Building (SSB) - Tower
- Phone: (314) 516-4211
- [Email](#)
- [Website](#)

### **Canvas (Blackboard):**

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 (wiki, voicethread, Kaltura, etc.) consider visiting the **Online Course Orientation** in your [Canvas course list](#). The orientation has overviews of each tool and tutorials on how to use them.

### **Blackboard Collaborate:**

If you have any questions regarding Collaborate, contact the Faculty Resource Center:

- Phone: (314) 516-6704
- [Email](#)
- [Website](#)

Outside normal office hours, you may also contact Collaborate for 24/7 assistance:

- Phone: (877) 382-2293
- [Chat](#)

### **VoiceThread:**

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



### Academic Support

#### **The Online Writing Center:**

At the OWC Canvas 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 Canvas 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](#)

#### **NetTutor:**

Online tutoring in many subjects is now available through NetTutor. In your courses on Canvas, click on Tools and select NetTutor® to log in. You can access NetTutor from the [Canvas homepage](#).

### 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.**
  1. Avoid the use of all caps or multiple punctuation elements (!!!, ??? etc).
  2. Be polite, understate rather than overstate your point, and use positive language.
  3. 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.

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**Course Schedule**  
– MKTG 3780 International Marketing

<b>Module</b>	<b>Date</b>	<b>Topic</b>	<b>Textbook Ch (s)</b>
1	Jan 21-Feb 2	Introduction and Course Administration	Ch. 1
2	Feb 3-16	International Trade	Ch. 2
3	Feb 17-Mar 1	Culture and Legal Environment	Ch. 4,5, 6
4	Mar 2-15	International Marketing Research	Ch. 8
5	Mar 16-22	Entry Mode Strategy	
	Mar 23-Mar 29	<i>Spring Break</i>	
	Mar 30-Apr 5	Entry Mode Strategy	
6	Apr 6-19	Multinational Market Regions	Ch. 10,11
7	Apr 20-May 3	Products and Services	Ch. 13, 14
8	May 4-15	International Marketing Strategy	Ch. 15, 16, 18

The information in this syllabus may be subject to change and any changes will be announced in class.