

Professor: Dr. Y. Henry Xie
Office: Beatty 313
Online Office Hour: TTR 2:30-4:30PM

Summer II 2009
Class Room: Virtual Classroom
Email: WebCT email

Course Materials

1. *International Marketing*, 13th Edition, Cateora and Graham, McGram-Hill.
2. Other course materials posted on WebCT.

Course Objectives

1. To develop a global perspective and awareness of global economy and marketplace.
2. To survey the complexities and multiple facets of the international environment.
3. To gain factual knowledge of key concepts, principles, and methods of international marketing.
4. To apply marketing principles and market analysis in international marketing activities; and to develop skills and competencies for effective international marketing program.

Course Components

Course Format

This course is a special distance-learning course that primarily utilizes virtual classroom and interaction. Students are expected to take an active approach to learning and to exhibit proper responsibilities and self discipline. Please observe deadlines for various assignments. All correspondence for this course will be managed through WebCT. It is the students' responsibility to check WebCT email on a regular basis. All materials for this course (except the textbook) will be posted on WebCT. It is students' responsibility to study the chapters in accordance with the reading schedule.

- Attendance is expected for the first class on July 7, 2009. The class meets at 2:00-2:50PM at Beatty 320, for introduction and instruction of class functions.
- All assignments are due by 11:59PM on the designated date, unless stated otherwise.
- Students may ask questions by posting on Discussion board or chatting with me during my online office hours. Other than my office hour, please anticipate a reasonable time for me to respond to your questions. Questions for me posted after 9:00PM will not be answered until next day.

Participation

This course requires active participation and contribution from every student. Students are also encouraged to utilize the Discussions board or Chat Rooms of WebCT to initiate or engage in discussions on various topics of international marketing. The professor will also periodically post topics for discussion that all students are expected to respond to. Students are encouraged to engage in meaningful conversation and to contribute to dialogue.

- Original thoughts/comments are expected and rewarded.
- Mere answers such as "I agree", "Me too", and "Same here" are considered inadequate and will receive no credit for participation grade.
- Students who take initiative to start discussion *regularly*, respond discussion topics *timely*, or contribute to discussion *regularly* on WebCT will receive an A for participation grade.
- Students who don't participate in discussion until end of the semester will receive no participation grade.

Exams

There are *three non-cumulative* exams during the course of the semester. Each exam is worth 240 points (720 points in total). The chapters covered in each exam are listed in the class schedule. The exams test your understanding of international marketing-specific concepts/subjects and their application. There is no make-up opportunity for missing an exam under any circumstances.

- You may take the exam any time between 10:00AM – 10:00PM on the designated exam date.
- Once you start the exam on WebCT, you will have 90 minutes to complete the exam.
- The PowerPoint slides posted on WebCT serve as a guideline for the exam. Only studying the slides will not earn you a grade you'd like. It is your responsibility to read the chapters and be prepared for the exams by keeping up with the reading list stated in the class schedule.

Video Observation

Students are expected to observe a number of video clips as per the class schedule. These video clips cover a wide range of issues related to international marketing.

- After viewing each video clip according to the video schedule, students are required to post comments on WebCT *within two days*, relating the specific video to the text and your own experiences / observation.
- Failure to post comments within two days or comments / observations posted after the deadline will receive no credit and will not count toward your final grade.

Current Topic Report

During the semester, each student will prepare two reports on international marketing - related topic of his/her choice. The assignment will consist of a brief summary and an in-depth critique of each article. The purpose of this presentation is to expose the class to a variety of relevant international marketing issues as reported in Web-based or traditional (magazines, newspapers, journals, etc.) sources. *One report is due by Monday July 20, 2009 and another one by Saturday April 01, 2009.*

International Marketing Plan

This project is designed to foster your analytical/communication skills in international marketing and to help you integrate your knowledge in different business disciplines. You are to conduct a feasibility study for a U.S. company's product / service in this foreign country and to recommend a course of international marketing action. Guidelines for this project will be posted on WebCT.

General Policy

Academic Honesty Policy

Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code at CofC that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Make-Up Work

Make-up work is not available to compensate for missed deadlines.

Grade Assessment

Participation	50 Points
Video Observation	50 Points
Team Project (Marketing Plan)	100 points
Current Topic Report	80 Points

Exams	720 points
Total	1000 points

Grade Scale

A	940 points and above
A-	900 – 939 points
B+	860 – 899 points
B	830 – 859 points
B-	800 – 829 points
C+	760 – 799 points
C	730 – 759 points
C-	700 – 729 points
D+	660 – 699 points
D	630 – 659 points
D-	600 – 629 points
F	Below 600 points

Tentative Class Schedule

Date	Topic(s)	Chapter(s)	Assignment(s) Due
07/07 Tuesday	Introduction		Attendance Required
07/08 Wednesday	The Scope and Challenges of International Marketing; The Dynamic Environment of International Trade	Ch. 1 and Ch. 2	Video: Debate on Globalization
07/09 Thursday	Cultural Dynamics in Assessing Global Markets; Culture, Management Style, and Business Systems	Ch. 4 and Ch. 5	
07/10 Friday	The Political Environment; The International Legal Environment	Ch. 6 and Ch. 7	Video: Trade Agreement Changes
07/13 Monday	Study Day		
07/14 Tuesday	Exam I		
07/15 Wednesday	Global Marketing Research	Ch. 8	
07/16 Thursday	Emerging Markets; Multinational Market Regions and Market Groups	Ch. 9 and Ch. 10	Video: U.S. Farmers vs. CAFTA
07/17 Friday	Special Topic (Intro to Project)		
07/20 Monday	Global Marketing Management; International Negotiations	Ch. 11 and Ch. 19	Video: International Negotiation
07/21 Tuesday	Study Day		
07/22 Wednesday	Exam II		
07/23 Thursday	Products and Services for Consumers	Ch. 12	Video: Domino's
07/24 Friday	International Marketing Channel; Exporting and Logistics	Ch. 14 and Ch. 15	
07/27 Monday	Special Topics		
07/28 Tuesday	IMC and International Advertising	Ch. 16	Video: Kraft's Oreos
07/29 Wednesday	Pricing for International Markets	Ch. 18	
07/30 Thursday	Project Virtual Presentations		
07/31 Friday	Study Day		
08/03 Monday	Exam III		

Note: This schedule is subject to changes. Any changes will be announced in advance.