

**Sam Houston State University**  
**College of Business Administration**  
**Department of Management and Marketing**  
**Spring 2008**

<b>Course Number:</b>	Management 471/Marketing 471
<b>Section:</b>	01: TuTh 2:00-3:20 02: TuTh 11:00 – 12:20
<b>Course Title:</b>	<b>International Management and Marketing</b>
<b>Prerequisites:</b>	Junior Standing
<b>Instructor:</b>	Dr. Irfan Ahmed
<b>Office:</b>	SHB 236W
<b>Phone:</b>	294-1276
<b>Email:</b>	irfanahmed@shsu.edu
<b>Office Hours:</b>	TuTh 9:15 – 10:45, 12:30 – 1:45; T 3:30 – 4:30
<b>Required Text:</b>	<i>International Marketing</i> by Dana-Nicoleta Lascu, 2 <sup>nd</sup> ed., Atomic Dog Publishing.
<b>Other materials:</b>	Class overheads to be downloaded from Blackboard, and materials handed out in class or provided electronically; 471 Blog.

**Course Description:** This course provides an introduction to global marketing and management theory and practice. In the context of a rapidly globalizing world, this course is designed to expose upper class business students to the environment, principles and practices of business in the global economy. The course is intended to initiate the student's development of knowledge, skills and attitudes necessary for operating as businesspeople in the global world.

**Course Objectives:** The major objectives of this course are:

1. To develop an appreciation of the global nature of business today, and the forces shaping the evolution of the global market.
2. To become familiar with the process of extending from domestic business operations into global markets.
3. To become familiar with the major institutions participating in and facilitating global markets.
4. Develop an appreciation of the challenges of global business through an understanding of the familiar and unfamiliar in the cultural, social, economic, technological and regulatory environments of global business.
5. To become familiar with the major laws and ethical considerations relating to global markets.

**Course Methodology:** The course will utilize lectures, class and online discussions, individual and/or group assignments and case analyses, and a group project. The course will encourage independent learning, research, and articulation of ideas on the part of students.

**Course Expectations:** In order to get the most out of this course, students are expected to:

- be prepared for each class by reading the assigned chapters from the text and any other material assigned by the Instructor.
- participate actively in class discussions, and ensure that their class discussion inputs are articulate, appropriate and enrich class understanding of the topic being discussed.
- keep themselves updated on all course-related information provided in class, via Blackboard and through SamMail.

**Grading/Evaluation:**

- Three exams, 100 points each.  
Exams will cover designated chapters, class lectures, audio-visual material and other material used for class discussion or individual study. Exams will consist of objective type questions (60%) and short essay answer questions (40%). You will need to bring a green Scantron (Form 882-E) and # 2 pencils for each exam.
- A **comprehensive final exam**, worth 100 points, may be taken to replace the lowest grade of the three exams described above.
- Attendance/Participation, 50 points.
  - You can earn a maximum of 25 points for your attendance, subject to the number of absences, and avoidance of disruptive behavior as described below.
    - You are considered absent if you have not arrived by the end of the roll call, which will usually be at the beginning of class. If you walk out of the class after the roll is taken and before class is dismissed, you will lose your attendance for the day. Two tardy appearances will equal one absence.
    - If you have 3 or fewer absences, you can receive all 25 points
    - For each absence after that, there will be a 5 point deduction.
    - **More than 8 total absences will automatically get you a grade of F in the course.**
  - You are expected to:
    - Be in class on time, and not disrupt the class by going in and out of class.
    - Not receive or make mobile phone calls, engage in text messaging or be using other communications or personal entertainment devices. The use of a laptop computer is neither required nor allowed in class. **Engaging in any of these disruptive activities will reduce your class attendance grade.**
  - The remainder of the class participation grade (25 points) will be based on your active contribution to class discussions. Your participation must be regular, articulate, professional, and contribute to the class understanding of the material being discussed. Class participation will be judged on regularity, quantity and quality of input. Irrelevant and disruptive participation will not receive any

**credit. You have to actively participate in order to get the class participation points – just being there will not be enough.**

- The International Market Report 100 points.  
This is a group project, with students working in groups of four. Each group shall perform a complete analysis of an international market. The project requires the submission of a written report and a class presentation at the end of the semester. Students will be provided details on the group project in a separate handout, and will have to complete a Project Completion Contract prior to starting the project. **It is the student's responsibility to access the project guidelines and fully understand all project expectations and grading policies.**

Thus, a total of 450 points is possible in the course. The following criteria will be used to determine your final course grade:

405 – 450: A; 360 – 404: B; 315 – 359: C; 270 – 314: D; Below 270: F

Opportunities for extra credit, **if any**, will be announced in class and will be available to **all** students. No special opportunities for extra credit will be offered to individual students.

#### **Religious Holy Days Policy:**

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student must notify the instructor, not later than the 4<sup>th</sup> calendar day after the first day of the term, of each scheduled class day that he/she will be absent for a religious holiday.

#### **Students with Disabilities Policy:**

It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life Program, or activity. Handicapped students may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building.

#### **Class and General Conduct:**

Consumption of food, drinks and tobacco products during class is prohibited. The use of mobile phones, other communication or personal electronic devices, and laptop or other portable computers during class is prohibited, unless permission has been given in advance. Students are expected to abide by all applicable University regulations.

#### **Academic Misconduct:**

All students who enroll at Sam Houston State University agree to assume the responsibilities of citizenship in the campus community. Cheating, plagiarism and other forms of academic dishonesty will not be tolerated. The Professor may use plagiarism detection software to determine cases of plagiarism. Incidents of plagiarism could lead to a failing grade in the course and disciplinary action by the University.

### Tentative Schedule

<b>Week</b>	<b>Dates</b>	<b>Topics</b>	<b>Reading</b>
<b>1</b>	January 17	Course Introduction	
<b>2</b>	January 22	Introduction to International Marketing and Management	Chapter 1
	January 24	The International Environment	Chapter 2
	<b>January 24</b>	<b>Deadline for Submitting the Project Completion Contract</b>	
<b>3</b>	January 29	The International Environment (continued)	
	January 31		
<b>4</b>	February 5	International Trade	Chapter 3
	February 7	Regional Integration	Chapter 4
<b>5</b>	February 12 February 14	Cultural Influences on International Business	Chapter 5
<b>6</b>	<b>February 19</b>	<b>Exam 1</b>	
	February 21	International Marketing Research	Chapter 6
<b>7</b>	February 26	International Strategic Planning	Chapter 7
	February 28	International Market Entry	Chapter 8
<b>8</b>	March 4	Branding in International Markets	Chapter 9
	March 6	International Product Management	Chapter 10
<b>9</b>	March 11 March 13	<b>Spring Break</b>	
<b>10</b>	March 18	International Distribution and Logistics	Chapter 11
	March 20		
<b>11</b>	March 25	International Retailing	Chapter 12
	<b>March 27</b>	<b>Exam 2</b>	
<b>12</b>	April 1	International Promotion, Publicity, Public Relations	Chapter 13
	April 3		Chapter 14
<b>13</b>	April 8 April 10	International Personal Selling and Personnel Management	Chapter 15
<b>14</b>	April 15	International Pricing Strategies	Chapter 16
	April 17	International Organization and Control	Chapter 17
<b>15</b>	<b>April 22</b>	<b>Deadline for Project Report Submission (in class)</b>	
	<b>April 22</b> <b>April 24</b>	<b>Group Presentations</b>	
<b>16</b>	<b>April 29</b>	<b>Group Presentations</b>	
	<b>May 1</b>		
<b>17</b>	<b>May 6</b>	<b>Group Presentations</b> <b>Exam 3</b>	
	<b>May 8</b>		
<b>Finals Week</b>	<b>May 15, 11 am</b>	<b>Final Exam for Section 02 (11:00 am class)</b>	
	<b>May 15, 2 pm</b>	<b>Final Exam for Section 01 (2:00 pm class)</b>	

**MKT 471  
PERSONAL INFORMATION SHEET**

**The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose. This form will be shredded after the end of the semester.**

Name: \_\_\_\_\_ ID# \_\_\_\_\_  
(Last) (First)

Phone(s): \_\_\_\_\_ E-mail: \_\_\_\_\_

Major: \_\_\_\_\_ Classification: \_\_\_\_\_

Professional:

Presently work as: \_\_\_\_\_ with \_\_\_\_\_

Have worked as : \_\_\_\_\_ with \_\_\_\_\_ for \_\_\_ years

\_\_\_\_\_ with \_\_\_\_\_ for \_\_\_ years

Your career goals in brief:

\_\_\_\_\_

Personal:

You are from \_\_\_\_\_

have lived in \_\_\_\_\_, \_\_\_\_\_,

\_\_\_\_\_ have traveled to (outside the U.S.) \_\_\_\_\_, \_\_\_\_\_,

Your hobbies/interests are: \_\_\_\_\_

\_\_\_\_\_

Your favorite leisure activities: \_\_\_\_\_

music: \_\_\_\_\_

reading: \_\_\_\_\_

TV show \_\_\_\_\_

web-site \_\_\_\_\_

Anything else about yourself that you would like to share with the Instructor: