

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

Course Number:	Management 471/Marketing 471
Section:	03, TUC, Mo 6:00 – 8:50 pm
Course Title:	International Management and Marketing
Prerequisites:	Junior Standing
Instructor:	Dr. Irfan Ahmed
Office:	SHB 236W
Phone:	294-1276
Email:	irfanahmed@shsu.edu
Office Hours:	Thursday 5:00 – 6:00 pm at TUC TuTh 9:15 – 10:45 and 12:30 – 1:45; Tu 3:30 – 4:30 at SHSU
Required Text:	<i>International Marketing</i> by Dana-Nicoleta Lascu, Atomic Dog Publishing.
Other materials:	Class overheads to be downloaded from Blackboard, and materials handed out in class or provided electronically.

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 and via Blackboard and 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 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 20 points for your attendance, subject to the number of absences, and avoidance of disruptive behavior as described below.
 - You will be marked tardy if you have not arrived by the end of the roll call, which will usually be at the beginning of class. Two tardy appearances will equal one absence. **Leaving the class before dismissal will lead to your losing attendance for the day.**
 - If you have 2 or fewer absences, you can receive all 20 points
 - For each absence after that, there will be a 10 point deduction.
 - **More than four (4) total absences will automatically lead to an 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.
 - You are expected not to receive or make mobile phone calls or engage in text messaging, be using portable computers or personal electronic devices other than those required due to a disability. Refrain from conducting private conversations while the class is in progress.
Engaging in any of these disruptive activities will reduce your class attendance grade.
 - The remainder of the class participation grade (30 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 4th 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, entertainment devices, and laptop or other portable computers during class is prohibited, unless permission has been given in advance. Civility and respect for others is expected. Students are expected to abide by all applicable

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 possible appropriate disciplinary action by the University.

Tentative Schedule

Week	Dates	Topics	Reading
1	January 28	Introduction Introduction to International Marketing and Management	Chapter 1
2	February 4	The International Environment	Chapter 2
3	February 11	International Trade Regional Integration	Chapter 3 Chapter 4
4	February 18	Cultural Influences	Chapter 5
5	February 25	Exam 1	
6	March 3	International Marketing Research	Chapter 6
7	March 10	Spring Break	
8	March 17	International Strategic Planning International Market Entry	Chapter 7 Chapter 8
9	March 24	Branding in International Markets International Product Management	Chapter 9 Chapter 10
10	March 31	International Distribution and Logistics	Chapter 11
11	April 7	Exam 2 International Retailing	Chapter 12
12	April 14	International Promotion, Publicity, Public Relations	Chapter 13 Chapter 14
13	April 21	International Personal Selling and Personnel Management International Pricing Strategies	Chapter 15 Chapter 16
14	April 28	Group Presentations	
15	May 5	Group Presentations Exam 3	
16	May 12	Final Exam as per the SHSU finals schedule	

**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: