

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

Course:	Management 471/Marketing 471
Section:	01
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:	M--Th 12:30 – 3:30 pm
Required Text:	<i>International Marketing</i> by Dana-Nicoleta Lascu, Atomic Dog Publishing, 2 nd Edition.
Other materials:	Class overheads to be downloaded from Blackboard, materials handed out in class or provided electronically through BlackBoard and SamMail.

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 students' development of knowledge, skills and attitudes necessary for operating as businesspeople in the global world.

Course Learning 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 Professor.
- 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%). The final exam will not be comprehensive. You will need to bring a green Scantron (Form 882-E) and # 2 pencils for each exam.
- Attendance/Participation, 50 points.
 - o You can earn a maximum of 20 points for your attendance, subject to the number of absences. 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 have 2 or fewer absences, you can receive all 20 points
 - For each absence after 2, there will be a 10 point deduction. **More than four total absences will lead to a grade of F in the course.**
 - You are allowed one tardy appearance. Subsequent tardy appearances will count as absences.
 - Leaving class before dismissal, without the Professor's permission will lead to loss of attendance for that class.
 - o You are expected:
 - To be in class on time, be in class until dismissed, and not disrupt the class by going in and out of class or in other ways.
 - Not to receive or make mobile phone calls or do text messaging, nor conduct private conversations while the class is in progress. **Engaging in these or any other disruptive activities will reduce your class attendance grade.**
 - o 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, and may lower your class participation score. **You have to actively participate in order to get the class participation points – just being there will not be enough.**

- The Country 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 2nd class day, of each scheduled class day that he/she will be absent for a religious holiday.

Students with Disabilities Policy:

As per University policy, students requiring accommodations due to disabilities may request accommodations through 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 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 University regulations.

Academic Misconduct:

Cheating, plagiarism, signing in for others on the roll sheet and other forms of academic dishonesty will not be tolerated. The Professor may use plagiarism detection software and verification with other faculty to determine cases of plagiarism. Incidents of academic dishonesty, including plagiarism, will lead to an automatic F in the course. Please familiarize yourself with the plagiarism policy as it relates to the group project.

Tentative Schedule

Week	Dates	Topics	Reading
1	June 3	Introduction to International Marketing and Management	Chapter 1
	June 4	The International Environment	Chapter 2
	June 4	Deadline for Submitting the Project Completion Contract	
	June 5	International Trade	Chapter 3
	June 6	Regional Integration	Chapter 4
2	June 9	Cultural Influences on International Business	Chapter 5
	June 10	Exam 1	
	June 11	International Marketing Research	Chapter 6
	June 12	International Strategic Planning	Chapter 7
	June 13	International Market Entry	Chapter 8
3	June 16	Branding in International Markets	Chapter 9
	June 17	International Product Management	Chapter 10
	June 18	Exam 2	
	June 19	International Distribution and Logistics	Chapter 11
	June 20	International Retailing	Chapter 12
4	June 23	International Promotional Mix and Advertising Strategies	Chapter 13
	June 24	International Publicity, Public Relations and Sales Promotion	Chapter 14
	June 25	International Pricing Strategies	Chapter 16
	June 26	Project Report Submission (in class)	
	June 27	Group Presentations	
5	June 30	Group Presentations/Exam Review	
	July 1	Final Exam	

Note: The coverage of topics is tentative and may be changed if necessary. The schedule of exams and project activities is firm.

**MGT/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: