

Sam Houston State University
College of Business Administration
Department of Management and Marketing
Fall 2007

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| Course Number: | Management 471/Marketing 471 |
| Section: | 01/02 |
| 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: | MW 12:30 – 1:30; T 9:30 – 1:30 |
| Required Text: | <i>International Marketing</i> by Dana-Nicoleta Lascu, 2 nd ed., Atomic Dog Publishing. |
| Other materials: | 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 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.
 - 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. You are allowed one tardy attendance during the semester – subsequent tardy appearances will count as absences.
 - 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 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 or engage in text messaging, nor conduct 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 (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 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, 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:

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.

Tentative Schedule

| Week | Dates | Topics | Reading |
|--------------------|-------------------------------------|--|--------------------------|
| 1 | August 20 August 22 | Introduction Introduction to International Marketing and Management | Chapter 1 |
| 2 | August 27 August 29 | The International Environment | Chapter 2 |
| 3 | <i>September 3</i> September 5 | <i>Labor Day Holiday</i> International Trade | Chapter 3 |
| 4 | September 10 September 12 | Regional Integration | Chapter 4 |
| 5 | September 17 September 19 | Cultural Influences | Chapter 5 |
| 6 | September 24 September 26 | Exam 1 International Marketing Research | Chapter 6 |
| 7 | October 1 October 3 | International Strategic Planning International Market Entry | Chapter 7 Chapter 8 |
| 8 | October 8 October 10 | Branding in International Markets International Product Management | Chapter 9 Chapter 10 |
| 9 | October 15 October 17 | International Distribution and Logistics | Chapter 11 |
| 10 | October 22 October 24 | Exam 2 International Retailing | Chapter 12 |
| 11 | October 29 October 31 | International Promotion, Publicity, Public Relations | Chapter 13 Chapter 14 |
| 12 | November 5 November 7 | International Personal Selling and Personnel Management | Chapter 15 |
| 13 | November 12 November 14 | International Pricing Strategies | Chapter 16 |
| 14 | November 19 November 21 | International Organization and Control <i>Thanksgiving Holiday</i> | Chapter 17 |
| 15 | November 26 November 28 | Group Presentations Group Presentations | |
| 16 | December 3 December 5 | Group Presentations Group Presentations | |
| Finals Week | December 12, 8:00 am | Sec 01 (9:30 am class) | |
| | December 12, 11 am | Sec 02 (11:00 am class) | |

