INTERNATIONAL MARKETING MANAGEMENT
IBUS 1354-83433 SYLLABUS
Fall / 2019 | 3 Credit Hours

INSTRUCTOR’S NAME: Danielle N.M. Preston
E-MAIL ADDRESS: DaniellePreston@dcccd.edu
CLASS MEETING TIME: Online M-F
DROP DATE: Last day to drop a class with a “W” - Wednesday, April 17, 2019

THE INSTRUCTOR RESERVES THE RIGHT TO AMEND A SYLLABUS AS NECESSARY.

I. COURSE DESCRIPTION: This course aims at preparing students to understand the inner workings of international marketing from a theoretical and practical perspective. The fundamentals of this course focus on the evolution of international marketing strategies using market trends, costs, forecasting, pricing, sourcing and distribution factors. This course also incorporates the development of an international marketing plan.

II. COURSE PREREQUISITES: None.

III. TECHNOLOGY EXPECTATIONS: All students are required to have access to eCampus in order to access materials for this course. Additionally, a computer/laptop and a stable internet connection is required. Computer/Browser requirements and tutorials for BlackBoard and computer applications are available at http://www.richlandcollege.edu/dl/.


V. COURSE OBJECTIVES: The objective for this course focuses on having an understanding of how to identify customer needs, purchasing behaviors, and cultural differences related to creating value within the framework of the international marketing arena.

VI. UNIT LEARNING OUTCOMES: Students will learn about the dynamic nature of the international marketplace as it relates global business. Each week students will be introduced to these objectives at the beginning of each lecture.

VII. COURSE OUTLINE: Please note that this course outline is tentative and subject to change at the discretion of the instructor.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
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| 1    | 28 January | • Introduction to the class *(22 pts) Discussion Board*  
                 • Syllabus Quiz *(22 pts)*  
                 Chapter(s): 1 & 2 |
| 2    | 4 February | Chapter(s): 3 & 4                                                   |
| 3    | 11 February| Chapter(s): 5 & 7 *(QUIZ #1)* *(Chapters: 1,2,4,5,7) (20pts)*  
                 *Introduce Marketing Projects* |
| 4    | 18 February| Chapter(s): 8 & 9  
                 Harvard Business Review CASE STUDY #1 (87.5 pts)  
                 “Knight the King: The Founding of Nike” *(22 pts)*  
                 Discussion Board  
                 First Response *Due Thursday*  
                 At Least One Reply *Due Sunday* |
| 5    | 25 February| Chapter(s): Midterm & 10                                            |
| 6    | 4 March    | Chapter(s): 11 & 12                                                |
| 7    | 11 March   | Chapter(s): 13 & 14                                                |
| 8    | 18 March   | *(QUIZ #2 (Chapters11,12,13,14) (20pts)*                             |
| 9    | 25 March   | Chapter(s): 15  
                 Harvard Business Review CASE STUDY #2 (87.5 pts)  
                 “Google and Government of China” *(22 pts)*  
                 Discussion Board  
                 First Response *Due Thursday*  
                 At Least One Reply *Due Sunday* |
| 10   | 1 April    | Chapter(s): 16                                                   |
| 11   | 8 April    | Chapter(s): 17                                                   |
| 12   | 15 April   | University of Virginia CASE STUDY #3 (87.5 pts)  
                 “The Apple Iphone” *(22 pts)*  
                 Discussion Board  
                 First Response *Due Thursday*  
                 At Least One Reply *Due Sunday* |
| 13   | 22 April   | Chapter(s): 18 & 19                                                |
| 14   | 29 April   | Work on Marketing Projects                                         |
| 15   | 6 May      | Stanford University CASE STUDY #4  
                 “Mattel Case Study” (87.5 pts) *(22 pts)*  
                 First Response *Due Thursday*  
                 At Least One Reply *Due Sunday* |
| 13   | 13 May     | *Final Exam / Marketing Projects Due*  
                 Due May 16th @ 11:59PM (CT) |
VIII. EVALUATION PROCEDURES:
Student evaluation will be based on active engagement during classroom lectures and on weekly discussions (posted on the discussion board), the chapter questions, weekly quizzes and assignments, and the final exam.

During the semester, students will be expected to:
- Answer the multiple choice quizzes that will be posted each week on e-Campus.
- Participate in active discussions. The expectation is that you read the assigned material before each lecture, actively engage during each lecture and make a meaningful posting on each of the weekly discussion boards.
- Analyze cases and show your understanding of the case by identifying two to three of its major concepts. These postings will be made on e-Campus.
- Demonstrate your understanding of the concepts learned through a group marketing project. You will be given a product for a specific region. The goal is to assess and develop a marketing strategy to market this product on that particular business environment. You are expected to make the appropriate analysis and suggest the marketing channels and strategy in order to target customers of that region. All the topics covered during this course should be incorporated into this exercise. During the semester you will submit two short papers (max 10 pages in length) about your group marketing cases.

IX. EXAMS AND ASSIGNMENTS: The course will consist of weekly discussion boards (case study analysis), multiple choice quizzes, a group marketing project, midterm exam, and a final exam.

X. ANNOUNCEMENTS AND DISCUSSION BOARDS: Announcements and discussion boards are available through eCampus. You are expected to check your eCampus site and e-mail daily for any and all announcements and information.
XI. CLASSROOM FORMAT: The class format will consist of online lectures and notes. Additionally you will be required to participate in weekly online discussions. You are expected to log into eCampus daily.

XII. GRADING SCALE:

1. Weekly Class Discussions: 132 points – Each week students will be required to participate in weekly classroom discussions based upon the topic/chapters we cover.
2. Cases: 350 points – You must turn in all posting which will be located in the course Discussion Board for each case study (You are expected to post an original response by Thursday of each week and respond to at least one other classmate by that same Sunday in the week.)
3. Multiple Choice Quizzes: 40 points
4. Marketing Project: 100 points
5. Midterm Exam: 50 points
6. Final Exam: 50 points

TOTAL: 722

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<tbody>
<tr>
<td>700 and above</td>
<td>A</td>
</tr>
<tr>
<td>636-714</td>
<td>B</td>
</tr>
<tr>
<td>556-635</td>
<td>C</td>
</tr>
<tr>
<td>477-555</td>
<td>D</td>
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<tr>
<td>476 and below</td>
<td>F</td>
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To find more about the Grades and Grade Point Average go to: https://www1.dcccd.edu/cat0910/ss/gpa.cfm?loc=RLC

XIII. CLASSROOM POLICIES:

1. Every student is entitled to full participation in class without interruption. All students are expected to be in class and prepared to begin on time and stay in class through the assigned class period. I will reward perfect behavior here and penalize troublesome behavior. Don’t be late. If you think you will be more than 15 minutes late to class then don’t show and send me a note letting me know you had to miss class.

2. Communication with students and professor: I will use e campus exclusively for everything including communicating with the student. If you send me email you must also send me a note through ecampus using the message function. I will cover this feature during class. This will ensure that I get your message and can act accordingly. If you only send an email you may not get a response or resolution and that will be to your peril.

3. Discussion is encouraged for the benefit of the total class. Each week students are required to post appropriate and scholarly entries. Please be aware that we are in an OnLine environment and proper “Netiquette” is required. For more information on this topic please see: www.albion.com/netiquette/corerules.html
4. Cheating will be grounds for dismissal from the class permanently and result in a grade of “F” (failure). Cheating also includes writing someone else’s name on the attendance sheet for him/her. Students should be aware of disciplinary actions for all forms of academic dishonesty. HINT: I want you to have a solid base for your next business classes—and they will build upon the concepts taught here. Cheating doesn’t prepare you well for your business future.

XIV. QEP: LEARNING TO LEARN: DEVELOPING LEARNING POWER: “Richland’s Quality Enhancement Plan (QEP) aims to provide techniques, practices, and tools to help students develop the habits and dispositions needed to be effective lifelong learners. The goal is to help students succeed in college and in life.”

XV. ATTENDANCE POLICIES: Required, class attendance will be recorded as partial evaluation.

XVI. LATE WORK: Late work is not accepted after the assignment posted due date.

XVII. STUDENTS WITH DISABILITIES: Students with learning disabilities are encouraged to seek appropriate accommodations and must contact Disability Services at Richland College Disability Services: (972) 238-6324 & LeCroy Accessibility Resource Page: http://online.dcccd.edu/accessibility/

XVIII. INSTITUTION POLICIES: Refer to the Richland College website: www.richlandcollege.edu or to www.richlandcollege.edu/syllabusinfo/syllabiInformation.pdf