



UNIVERSITY OF TEXAS AT DALLAS SCHOOL OF MANAGEMENT

BA 3374-001 – International Marketing

COURSE DESCRIPTION & SYLLABUS

Term / Calendar: Fall 2009 / August 26-December 16

Meeting date / time: Wednesday / 7:00 p.m.-9:45 p.m.

Location: Main Campus – room# **SOM 2.103**

Professor: KEITH DICKINSON

Contact Information:

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Office Hours: 6:00 pm-6:45 pm every Wednesday (just prior to class) and by appointment.

Course Description and Pre-requisites: (3 semester hours) Analysis of environment of international marketing. Survey of techniques of international marketing management. (BA 3374 and BA 3372 cannot both be used to satisfy degree requirements. Prerequisites: BA 3365 and MATH 1326.)

Required Text:

Philip R. Cateora, Mary C. Gilly, John L. Graham, *International Marketing*, 14th Edition, McGraw Hill

©2008, ISBN 978-07-338098-8

Note: this is a brand-new textbook and this is the second term it has been used. You'll probably find cheap used copies of the previous edition (13th) for sale, but they won't help you in the class

Accept no substitutes

Supplementary student textbook resources including quizzes are accessible at

www.mhhe.com/cateora14e

If you wish, you can purchase and download the text as an e-book, which reduces the price.

Suggested Course Materials

Current news in international business: Periodicals such as **The Economist, Business Week, Financial Times, New York Times, Dallas Business Journal, Advertising Age, Business Week, Forbes, Fortune, Wall Street Journal, Marketing (British pub), Campaign (British pub)** can be helpful. UTD library is an excellent source of additional materials on the topics that will be discussed in this course.

Course Objective: Even with the current economic downturn, the internationalization of American business is proceeding with an increasing pace. As sales in the U.S. decline, companies are forced to find new markets overseas. **Companies as diverse as Ford, General Motors and McDonald's now get more than 50% of their sales from non-U.S. markets. It would be doubtful that General Motors would have a chance of survival but for its success in China.** The globalization of markets and competition necessitates all managers to pay attention to the global environment. Environmental differences such as laws, customs, and cultures must be taken into account if firms are to market products and services at a profit in other countries.

The purpose of this course is to introduce students to the fundamental concepts of marketing as a functional area within the broader study of global business. Under this focus, international marketing is defined as the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.

The emphasis of this course is on developing a general understanding of marketing function of international business. The course emphasizes application of academic knowledge to real world situations through the use of classroom discussions, group projects, etc. By the end of the course, you should have an understanding of complex international marketing environment and how it affects firm strategies and structures where the key to success is adaptation to the environmental differences from one market to another.

Course Format: Class discussions of their respective chapter(s) will be based on Microsoft Power-Point presentations provided by the textbook publisher. These will be mixed with video/DVD display of related issues with open discussion providing a forum for student questions/comments. The slide-show presentations are available on this course's WebCT for students to download. Since I adapt and customize the PowerPoint presentations, those will be posted on Web CT the day of the class and will often contain additional information not in the publisher's version.

There will be brief cooperative learning sections within the slide shows where the students will have free-form discussions among themselves to explain/reiterate the importance of a topic that the instructor chooses randomly. These will be followed by questions directed to the students where correct answers are worth bonus point(s). Participating actively in the class will help your final grade.

Students are strongly encouraged to come to class having already read that session's topics and prepared to discuss them. The students will be required to handle

various tools in learning and measuring their knowledge such as group project, exams, etc. See below agenda for further details.

WEEKLY AGENDA

Date	Topics/Assignments	Chapters
Aug. 26	Course introduction! (Syllabus to be discussed)	1,2
Sept. 2	Class discussion	3, 4
Sept. 9	Class discussion	5, 6
Sept. 16	Class discussion	7,8
Sept. 23	Class discussion; First Individual Article Critique Due	9
Sept. 30	Class discussion and Exam Review	10
Oct. 07	Exam I -Mid-Term (chapters 1-10)	1-10
Oct. 14	Class discussion	11
Oct. 21	Class discussion Second Individual Article Critique Due	12
Oct. 28	Class discussion;	13
Nov. 4	Class Discussion	14
Nov. 11	Class Discussion Third Individual Article Critique Due	15
Nov. 18	Class Discussion	16
Nov. 25	Presentation and Discussion: <i>Negotiating in China</i>	19
Dec. 2	Class Discussion	17
Dec. 9	Final Exam Review Fourth Individual Article Critique Due	18
Dec. 16	Exam II -FINAL EXAM (chapters 11-19)	11-19

Point Values for the Course Assignments:
(Every assignment will be graded out of a possible 100 points)

<i>Graded Areas</i>	WEIGHTED AVERAGE (in %)
Exam 1-Midterm	20
Exam 2-Final	25
Average (Mean) of 4 Individual Article Critiques	30
Threaded Discussions and Class Participation	25
TOTAL	100%

How Points/Percentages Equate to Grades (no rounding up):

97-100	A+
90-95	A
80-89	B
70-79	C
60-69	D
<60	F

Threaded Online Discussions and Class Participation

The hybrid between classroom and online environment offers an exceptional opportunity to visit topic-related sites and discuss relevant issues. For this purpose, students will be asked to visit a variety of sites, report and discuss on their findings. The online discussions are an excellent tool for every student, from the shy to the gregarious, to participate in class discussions. You cannot do well in the course unless you participate fully on a week-to-week basis.

The Online Discussion requires your substantive participation, and will be graded on both **frequency** of participation and **quality** of the posts.

Each student is required to post to each Online Discussion activity A MINIMUM OF THREE times during the week ON THREE DIFFERENT DAYS.

If there are three graded topics, that means a minimum of nine (9) posts.

Why three different days? The Threaded Discussions are meant to be dialogues, not monologues. You are to engage and be engaged by the other posts I make and those of other students, and to respond in kind.

RUBRIC FOR GRADING THE ONLINE THREADED DISCUSSIONS:

Grading of the Online Discussion will be according to the following guidelines:

At the high end of the spectrum, to get an "A", (90 or above) there must be at least two or more substantive contributions. By "substantive" is meant postings that add something more to the discussion than has already been posted. This could be an elaboration on a previous comment, an explanation to help a fellow student, or a point of debate. You can agree or disagree with whatever has been already said in the discussion, as long as you back up your statement. "A" students are those who are providing leadership in the discussion throughout the week. They are also students who provide outside materials that reinforce and enrich the discussion, either in the form of links or in properly cited quotations from respected sources.

At the low end of the spectrum, no **participation**, means an "F". I can't grade what I can't see, so if you're not there, and don't post anything, I cannot grade you with anything but a "0." Being out of town is not an acceptable excuse for not posting. There are very places on this planet that do not offer Internet access. If your plans including visiting one of them, then you should ensure that your posts are complete before that trip to Pyongyang.

Moving up the scale, a "D" means, "meets minimum standards." You earn 60-69 in the discussion by just showing up and making minimal comments like "I agree" or "Good point," without adding any new thought to the discussion. At least, I know you're there and reading what's being discussed.

A "C" represents minimally adequate participation. If you are in the Online Discussion and say something new that adds to the discussion, you'll get a grade somewhere in the 70-79 range.

When you start making value-added comments during the week, then I can see you're getting the material and contributing to the class. That's worth a "B", or a grade in the 80-89 range.

Remember: full participation means that in addition to posting a response to the topics presented, you will also respond to comments of the instructor and other students.

Quality Posting Habits

If you are responding to a reading your post should...	summarise what you saw as the main point , and explain what you thought of that main point and why.
If you incorporate research from the Internet, you should...	explain the search strategy used and why you think the link will be helpful for the group to look at
If you are responding to a classmate's post, you should...	Click on the individual's comment (this will indent the discussion); Summarize what the other person you are responding to has said; Follow the summary with a reaction .
If you are following up on a classmate's posts, you can extend the discussion through one of the following open ended prompts:	What you wrote made me think of/about... What I agree with is...because What I disagree with is...because I'm not sure I understand ...

Once again, please note that Online Discussion grades will be based on: the **Quality** of your response, and the **Frequency** of your participation during the week. You can do more than THREE posts per topic, of course.

IT IS STRONGLY RECOMMENDED THAT YOU DO YOUR FIRST POST AS EARLY IN THE WEEK AS POSSIBLE THE FIRST POST MUST BE MADE BY TUESDAY FOLLOWING THE MONDAY CLASS. THREE POSTS ON THE LAST DAY – TUESDAY-- WILL COST YOU POINTS, AS THEY DO NOT MEET THE CRITERIA SET OUT ABOVE.

In-Class Participation

Part of your final grade will be based on your participation in class: contributing to in-class discussions, asking questions that deepen or extend the understanding of the topic, relating relevant personal experiences. We are fortunate that our class is not so large that I will not be able to learn each of your names (and – I am not kidding – I have a photographic memory, so you will soon be known to me as someone who participates – or not). However, for the first few classes until you are in my mental databank, please use a paper “nameplate” in front of you. Many of you I know from other classes; I am looking forward to meeting the rest of you.

This is a class in International Marketing, and at UTD, we are also fortunate to have students from every continent on which marketing activities occur (at least until penguins develop into a viable demographic). Your own personal experiences, whether as a native of another country or a student or tourist are unique and bring value to the class. As long as they are relevant to the discussion, I strongly encourage you to share them.

Four individual article critiques: Students are required to choose topics of their liking from the chapters discussed up to that point (see above agenda) and find recent articles (i.e., published within the previous 12 months). These articles can either be from electronic or print media. Your **typewritten commentaries** should be no more than 600-words long (2 pages), not counting the cover and reference pages. No footnotes are required! References should include not just the source (such as the URL of a website) but full credentials including author's name, publisher and especially the date of publication. Your papers should start with a brief summary of the article's main points followed by your interpretation of author's views and whether you agree with them or not and why. You will not earn any credits by simply copying and pasting an article without any further comments/interpretations.. **Sources: Business Week, Forbes, The Economist, Financial Times, Dallas Business Journal, Wall Street Journal, Dallas Morning News** (business section), other relevant publications or Web sites.

Please note that this assignment is a **critique**. It is not sufficient to state that you just agree or disagree with the point or points made in the article. You must back up your statements with rational arguments why the author, in your opinion, is right or wrong, and if so, why. A copy of a past critique that meets my criteria is posted in the Course Shell for reference, if you are unclear on this subject.

This is an International Marketing class and the article you choose must relate to, well, international marketing. Your opening paragraph should make clear EXACTLY which textbook chapter and/or class discussion topic to which your article is relevant or related. Do not just turn in a paper about a topic that interests you, or, above all, a paper written for another class. (See UTD Plagiarism Policy.) If in doubt, ask me.

You have two options for turning in your critiques:

- 1) **Electronically**, through eLearning. (If you run into a problem, which sometimes happen, you can submit it to my UTD email: keith.dickinson@utdallas.edu) If you submit your paper electronically, you also have to submit the article itself that your are critiquing. You must submit in any Word format (but **NOT** WordPerfect), as a PDF, or a cut-and-paste into a Word document. These are the **ONLY**

acceptable formats. If you submit it electronically, it must include the full text of the article you are critiquing—you cannot submit links. **ANY CRITIQUE SUBMITTED WITH ONLY A LINK AND NO ACCOMPANYING ARTICLE IS AN AUTOMATIC “F” – AND YOU CANNOT RESUBMIT IT.**

- 2) **2) Manually**, by turning in a hard copy of the paper to me in class on or before the due dates. If you turn in a hard copy, you **MUST** attach a hard copy of the article—whether a photocopy, a cut-and-paste Word document, or the actual article clipping itself. Your choice. I will not accept just a URL link. Hard copy means hard copy of article, in whatever form you wish. **ANY CRITIQUE SUBMITTED WITH ONLY A LINK AND NO ACCOMPANYING ARTICLE IS AN AUTOMATIC “F” – AND YOU CANNOT RESUBMIT IT.**

Exams: Each exam will have a combination of multiple choice and true/false type questions, as well as five short-answer essay questions.. Exams are not comprehensive. The instructor will provide hints for each exam a week before the exam takes place. I will also post some examples of test questions on Web CT, so you’ll know what to expect. **Make-up Exams** will not be given unless it is for an emergency and the decision solely depends on the instructor’s discretion. Students are strongly advised to obtain prior permission, when possible. You will need a Scantron (Form 882E) for each exam along with your pencil. I regret that I am unable to provide Scantron cards to class members.

Class Participation:

This was mentioned earlier, but it bears repeating. Participation is highly encouraged in both the lecture and the video discussion sections of the class and can play a key part in helping raise your final grade. Quality of class contributions will be weighted more heavily than quantity. Frequent and valuable participants are those who attend most of the classes, participate regularly in every class attended, and at least make one significant contribution in each class attended. To help the instructor learn each student’s name as fairly as possible, please bring a “**nameplate**” to each class for the first two weeks.

Late Work: All deadlines for submission of assignments and case studies will be strictly followed and late work will be accepted at the instructor’s discretion or not.; depending on circumstances, points will be deducted for late submissions.

While I welcome your phone calls, I will not pick up calls from blocked or restricted numbers or return messages from such numbers. You have my number. Don’t block yours if you expect a return call or if you expect me to pick it up.

Why I Cannot and Will Not Discuss Your Grades By Email or Phone

The Family Educational Rights and Privacy Act (FERPA)

This act relates to your rights of privacy regarding your grades. As part of my duty to following the guidelines of this federal law, please make note of the following

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- 1) **I do not disclose grades via email or over the phone** to prevent this information from ending up in the hands of a third party. I will ask you to look at the comments in the Gradebook. Even if you call to ask about your grade, I will ask you to login and look at the grade with me. That way we can discuss the grade while you are looking at it online. If you are not online, I will ask you to call back when he/she is online. And while my wife is convinced my laptop never leaves my side, there are times I am not online. Should you call me at one of those times, we will arrange a time mutually convenient to continue the conversation when we both have online access.
- 2) I will **NEVER** disclose information to a parent, friend, spouse, or any third party about a particular student's performance, either verbally, via email or a written note. "*They said it's OK,*" does not fly with me or with the Feds.

One final note: *Technical problems are not acceptable excuses for late assignments in this class.* Completing your assignments well in advance of their due dates will ensure that last minute technical problems (power outages, computer crashes) don't derail your success. Please back up your work in several places: your system, a memory stick/flash drive, email the file to yourself at another e-mail account, etc. There is nothing worse than losing your hard work to a computer crash, and such issue will not constitute a valid excuse for late work in this class. Students are expected to take the necessary steps to ensure the timeliness of their work. **Play it safe.**

Classroom Citizenship: You are expected to be courteous during class time. Please respect your fellow students by turning/silencing cell phones and beepers before class, refraining from talking with others when someone is speaking, and arriving punctually to class. Also, note that laptop usage during class is prohibited, as this is distracting to fellow students. If a phone rings during class, the first offence means you give me the phone if you wish to remain in class. The second offence means that you and your phone are both excused. And yes, this includes exams. *Nota bene.*

Student Conduct and Discipline:

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities of the university's Handbook of Operating Procedures. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity:

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work. Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use:

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent

only to a student's U.T. Dallas email address and that **faculty and staff consider email from students official only if it originates from a UTD student account**. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class:

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog.

Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures:

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's Handbook of Operating Procedures. In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grades:

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

Disability Services:

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m. The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind.

Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance. It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days:

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas code Annotated. The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment. If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Off-Campus Instruction and Course Activities: Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at

http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm.

Additional information is available from the office of the school dean.

These descriptions and timelines are subject to change at the discretion of the instructor.