

Course Syllabus

IMS 6310.0G1

School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number/Section IMS 6310.0G1
Course Title International Marketing
Term and Dates Spring 2007: Jan 8-Apr 23

Professor Contact Information

Professor George Barnes
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Email Address gbarnes@utdallas.edu
Office Location SM 2.232
Online Office Hours office or chat room: Thursdays 2-3:30pm Central Time
Other Information email requests for appointments at other times

Instructor Background

George Barnes is Senior Lecturer, International Management Studies, OSIM faculty in the School of Management at UTD, and Director, Global MBA Online program. Other courses taught include Export Market Development and International Business. He has held international executive positions with Mobil Oil (10 years in international planning) and Citibank (6 years in the Middle East). Recent consulting has dealt with market entry and investment attraction strategies. He has a Masters degree in international law and diplomacy from the Fletcher School at Tufts University.

Guest lecturer is Dr. Habte Woldu, Senior Lecturer and Foreign Study Trip Coordinator in UTD's School of Management. Prior to Spring 2007, he teamed with Barnes to teach this course. Other courses taught include Global Business, Comparative Management Methods and Area Studies. He holds a Masters of Human Resource Management and PhD in Economics from the Academy of Economics, Poznan, Poland.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

Prerequisite: MKT6301 Marketing Management or equivalent or consent of instructor.
Recommended: IMS 5200 Global Business.

Course Description

Fundamentals of marketing related to the global business environment: how to effectively and simultaneously deal with marketing tasks of foreign entry, local marketing and global management influenced by globalization drivers, unique market factors and company marketing objectives.

Student Learning Objectives/Outcomes

1. demonstrate understanding of international marketing concepts on exams, including essay questions, and also in case study analyses.
2. become familiar with contemporary international marketing challenges (current events), and communicate understanding using discussion postings and critiques.
3. solve international marketing business problems on written assignments.

Required Textbooks and Materials

Required Text

Global Marketing, Johnny Johansson, McGraw-Hill/Irwin 4th edition, 2006

Required Materials

Additional materials included in WebCT course

Textbooks and some other bookstore materials can be ordered online through [MBS Direct Virtual Bookstore](#) or [Off-Campus Books](#) online ordering site. They are also available in stock at the [UTD Bookstore](#) and Off-Campus Books.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirement must be met to enable a successful learning experience. Please review the important [technical requirements and the web browser configuration information](#).

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Course Access and Navigation

This course was developed using a web course tool called WebCT. It is to be delivered entirely online. Students will use their UTD NetID account to login to the course at: <http://webct.utdallas.edu>. Please see the [course access and navigation information](#).

To get started with a WebCT course, please see the [Getting Started: Student WebCT Orientation](#).

If you have any problems with your UTD account or with the UTD WebCT server, you may send an email to: assist@utdallas.edu or call the UTD Computer Helpdesk at: **972-883-2911**. If you encounter any technical difficulties within the course site, please send an email to gmbasupport@utdallas.edu.

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Communications

This WebCT course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. Please see more details about [communication tool information](#).

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the course Email tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances. Instructor will hold office hours via Chat room tool on Thursdays, 2-3:30 Central Time. A Lounge is available for students to use for socializing or continuing discussion of topics on current events.

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Student Assessments

Grading Information

Weights

Discussion topics	Participate in 3	15%
Southern Electronics integrative case	(see breakdown in Module 12)	10%
Group case study		25%
Midterm		25%
Final exam		25%
Total		100%

Grading criteria

Scaled Score unless revised	Letter Equivalent
88+	A
80-87	B
70-79	C
Less than 70	F

Accessing Grades

Students can check their grades by clicking "My Grades" under Course Tools after the grade for each assessment task is released.

Course Policies

Make-up exams

Contact instructor with a valid excuse one week before an exam.

Late Work

Generally not accepted. If accepted, highest grade is 80.

Class Participation

Students are required to log in regularly to the online course site. The instructor will use the tracking feature in WebCT to monitor student activity. Student participation opportunities:

- 3 discussion board topics required (see Participation)
- optional problem solving cases Coastal and Daewoo (see applicable Modules)
- web conferences (see prospective dates in syllabus Academic Calendar and watch for Announcements after course has begun)

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Assignments

Personal statement – in this Discussion topic provide the following: name, degree program, city/country of residence, employer and position (if applicable), brief recap of any international experience. This will help students get to know each other, and will assist instructor select case study groups.

Problems in international marketing:

- Coastal Equipment to complement export market entry price quotations (optional)
- Daewoo private brand manufacturer to complement Product decisions (optional)
- Southern Electronics integrative case (required); grading:
 - Part A question provided free
 - Part B question 2 points
 - Part C1) question 6 points
 - Part C2) question 2 points(See Module 12 in WebCT course)

Discussion topics (see Participation/Discussions below)

Case study (see Group Project)

Group Project

Groups of 4 will be assigned one of the following cases:

- 1-1 IKEA (due date Feb 4)
- 2-1 Toys-R-Us to Japan (Feb 18)
- 2-2 Illycaffe (A) (Mar 4)
- 2-3 Illycaffe (B) Starbucks threat (Mar 4)

3-1 Pert Plus in Europe (Mar 18)
4-4 TI Pricing (Mar 25)
3-2 Levi Strauss Japan (Apr 15)
4-4 Cathay Pacific (Apr 20)

The case study analysis will be 6 pages (single space), tables/graphs additional, and it will:

- 1- respond to questions raised in the case
- 2- include additional short paragraph updating the actual company's situation (2005-2006 period)
- 3- conclude with a short paragraph on the major international marketing management learning experience group derived from the case.

Each group will also post in Main discussion topics a one page executive summary so that all other students can "experience" the case. Note: the executive summary does not count toward fulfilling the 6 pages of analysis.

Groups will be selected and assigned a case at the end of the first week and will be announced under Announcements. A private discussion area will be set up on the discussion board for internal group communications. A group chat room can also be created for each group to use. A web conference system, Elluminate Live, is available for use. Teams can schedule a live web conference for team work. Please see [communication tool information](#) for instructions on making a reservation and other web conference information.

Assignment submission instructions

You will submit your assignments (in the required file format with a simple file name and a file extension) by using the Assignments tool on the course site. Please see the Assignments link on the course menu or see the icon on the designated page. You can click each assignment name link and follow the on-screen instructions to upload and submit your file(s). Please refer to the Help menu for more information on using this tool. **Please note:** each assignment link will be deactivated after the assignment due time. After your submission is graded, you may click each assignment's "Graded" tab to check the results and feedback.

For each case study assignment, one group member will submit the assignment for the group. Instructor will upload sample answers in group's private discussion area. **Peer evaluation:** Each member of a group will provide instructor a confidential peer evaluation using assignment drop box. Sample peer evaluation form is under Assignments.

Participation/Discussions

Students will select **3 out of the 6 discussion topics** and post information intended to generate discussion among other students and instructor. For each topic chosen, post one original research and one critique of someone's original posting. Instructor's evaluation criteria and points, for a maximum score of 5 points per discussion topic, are:

- original research 1-3 points depending on quality, clarity, relevance
- critique of one other original posting 0-2 points depending on quality and clarity.

As a courtesy to other students, Instructor recommends that students use the Lounge for postings beyond the two per topic, or beyond the 3 required topics.

Discussion topics: one of the following topics will be open for comment at specific times during the semester (see Academic Calendar in syllabus for availability period):

Hofstede – from original research, provide an example of one Hofstede dimension's influence on international marketing, business practices, interpersonal or managerial considerations (not presented in the text)

Government distortion of trade – government policies can influence, even distort trade including market access. Examples include subsidies, local currency manipulation, and complex local distribution infrastructure. Find and discuss one example of government participation in/distortion of trade (but do not select tariffs or quotas).

China – provide one example of a foreign company's - - maybe the company you work for - - marketing challenge of penetrating the China market. (Do not repeat any posting in "government distortion of trade" topic.)

Offshoring – offshoring of services (e.g., call centers, tech support, credit card processing) to low cost markets has accelerated since 2000. Provide an example of offshoring and discuss it in a marketing context of company cost objectives, customer expectation/satisfaction, quality control issues, etc.

Grey marketing – there are several discussions and sidebars in Product and Pricing chapters about grey marketing. Based on an extension of any of these, or your original research, provide example of grey marketing and your perspective on it as a marketing management challenge.

Breathe Right – based on the video, discuss any of the following:

- 1) what are the benefits but also risks of the CNS/3M piggyback marketing arrangement?
- 2) how do retail distribution patterns in Europe differ from U.S. for this type of product, and how was that difference handled for this product
- 3) discuss one longer term concern for CNS (see also cns and breatheright websites)

Video clips

In addition to Breathe Right video, several other modules have video clips to enhance your learning experience.

Online Tests/Quizzes

Multiple choice quizzes for review purpose are available for every chapter, drawn from a random test bank. These review quizzes are optional and are ungraded.

A timed midterm exam (chapters 2-6) will be taken online, consisting of random multiple choice questions, and also two essay questions chosen at random. See sample essay question topics on Learning Module page.

You can access quizzes/exams by clicking the Assessments link on the course menu or see the quiz/exam icon on the designated page. Each quiz is timed and can be accessed only one time within the scheduled time window. Please read the on-screen instructions carefully before you click "Begin Assessment". After each quiz is graded and released, you may go back to the Assessments page and click "View All Submissions" to review your exam results.

Final Examination

The Final exam (chapters 12-16) will be administered online in a manner similar to the Midterm exam.

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Academic Calendar

Dates	Module	Chap	Topic	Discussion	Case (due)	Assignment
1/8-14	1	1	Global marketing introduction			Personal statements (due 1/14)
1/15-21	2	2	Theories			Select groups 1/15
1/22-28	3	3	Culture	Hofstede		
1/29-2/4	4	4	Market selection		IKEA (2/4)	
2/5-11	5	5	Export expansion			Coastal (optional)
2/12-18	6	6	FDI, JV, licensing	Government intervention	Toys-R-Us (2/18)	
2/19-25	7	10	Emerging markets	China		
2/23-24		2-6	Midterm			
2/26-3/4	8	12	Product		Illycafe (A) and (B) (3/4)	Daewoo (optional)
3/5-11			Spring Break			
3/12-18	9	13	Services	Offshoring	Pert Plus (3/18)	
3/19-25	10	14	Pricing	Grey markets	TI Pricing (3/25)	
3/26-4/1	11	15	Distribution	Grey markets (cont.)		
4/2-8	12	5, 14, 15	Integrative marketing exercise	Breathe Right (chap 4,12,15). Topic open until 4/15		Southern Electronics (4/3-4/7) Web conf (4/8)
4/9-15	13	16	Advertising	Breath Right continues	Levi (4/15)	
4/16-21			Marketing manager's perspective	Web conf (4/18)	Cathay Pacific (4/20)	
4/22 & 23		12-16	Final exam			

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Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [Scholastic Dishonesty](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

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Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please look for the course evaluation link on the course Homepage towards the end of the course.

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University Policies

Student Conduct & 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 Grade Policy

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 the website address given below. Additional information is available from the office of the school dean.
(http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)

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

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