



# UNIVERSITY OF TEXAS AT DALLAS SCHOOL OF MANAGEMENT

## **BA 3374-501 – International Marketing**

### **COURSE DESCRIPTION & SYLLABUS**

**Term / Calendar:** Summer 2008 / May 29-August 2008

**Meeting date / time:** Thursday/ 6:00 p.m.-10:00 p.m.

**Location:** Main Campus – room# SOM 1.110

**Professor:** KEITH DICKINSON

**Contact Information:**

**Phone** 972.689.1570

**E-mail:** [ctam112003@yahoo.com](mailto:ctam112003@yahoo.com)

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**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, John Graham, International Marketing, 13th Edition, McGraw Hill  
©2007, ISBN-13 9780073080062

Supplementary student textbook resources are accessible at

[http://highered.mcgraw-hill.com/sites/0073080063/student\\_view0/](http://highered.mcgraw-hill.com/sites/0073080063/student_view0/)

**Suggested Course Materials**

Current news in international business: Periodicals such as the Economist or Business Week can be helpful. UTD library is an excellent source of additional materials on the topics that will be discussed in this course.

**Course Objective:** The internationalization of American business is proceeding with an increasing pace. 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.

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).

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.

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**WEEKLY AGENDA**

<b>Date</b>	<b>Topics/Assignments</b>	<b>Chapters</b>
May 29	Course introduction! (Syllabus to be discussed and groups to be announced.)	1, 2, 3
June 5	Class discussion	4, 5, 6
June 12	Class discussion	7, 8, 9
June 19	Class discussion	10, 11, 12
June 26	<b>Exam I (chapters 1-12)</b>	1-12
July 3	<b>Group Paper I and Presentation!</b> <b>Individual article commentaries!</b>	
July 10	Class discussion	13, 14, 15
July 17	Class discussion	16-17
July 24	Class discussion	18,19
July 31	<b>Final Group Paper and Presentation!</b> <b>Peer evaluations and individual article commentaries!</b>	
August 7	<b>FINAL Exam (chapters 13-19)</b>	13-19

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

<i>ASSIGNMENTS (Papers: type written pages as per default MS Word document – average: 300 words per page)</i>	<i>WEIGHTED AVERAGE (in %)</i>
<b>Individual (65%)</b>	
Mid-Term Exam	20
Final Exam	25
Cumulative of two individual article commentaries (5% each)	10
Attendance and participation	10
<b>Group (35%)</b>	
Cumulative of Group Papers I & II (17.5% each)	35
<b>TOTAL</b>	<b>100%</b>

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

100	A+		77-79	C+
95-99	A		73-76	C
90-94	A-		70-72	C-
87-89	B+		67-69	D+
83-86	B		63-66	D
80-82	B-		60-62	D-
			< 60	F

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**Group Projects:** The class will be divided into groups of 4-5 students, depending on the total number of students in the class. You will be assigned to your group on first day of class. Your group will be responsible for a two-part project. These parts will include written papers and oral presentations. **Late papers will not be accepted.**

**•Over the course of this class, your group will complete two assignments related to creating an International Marketing Plan.**

**Project basis:** Create a new product/service for an existing domestic company to be introduced in to a foreign market/country. This product or service will be the basis for your International Marketing Plan paper. Be sure to obtain your instructor's approval of your product/service before beginning this project.

**1. International Marketing Plan: Paper I**

Prepare an 1800 – 2400-word paper to include the following:

- 1) Market/Country Analysis:
  - a) Political
  - b) Economic
  - c) Finance
  - d) Physical environment
  - e) Social, health, and environmental
  - f) Cultural
- 2) Organization and product/service analysis:
  - a) An overview of the existing organization.
  - b) Product/Service "Needs Assessment" of the new host market/country.
  - c) A description of the new product or service to meet the need.
  - d) Create a mission statement for organization.
  - e) An explanation of the importance of marketing to your selected organization's success.

- f) Prepare a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis on the new product or service.
- g) The marketing research approach you would use to develop the marketing strategy and tactics for this new product or service in the market/country of your choice.

Prepare a 15-20 minute oral presentation accompanied by 15-20 Microsoft® PowerPoint® slides illustrating your Marketing Plan paper I.

## **2. International Marketing Plan: Final Paper**

Prepare an 1800 – 2400-word paper in which you address the following:

- 1) Market segmentation and competitive analysis:
  - a) Identify the segmentation criteria that will impact your market/country selection and identify your target market.
  - b) Analyze current competitors and define the competitive landscape for your product or service.
  - c) Identify the positioning and differentiation strategies for the product/service.
- 2) Analysis of the four Ps (i.e., product, price, place, & promotion) of your international marketing plan:
  - a) Identify the appropriate price strategy that should be used for the product or service.
  - b) Identify the appropriate promotional strategy that should be used in the development of the strategic marketing plan.
    - I. Develop an initial sales promotion schedule.
    - II. Create an advertising plan.
    - III. Identify public relations opportunities for the product/service.
  - c) Analyze the impact of channel management decisions on the marketing of your selected product or service. Select appropriate distribution channels for your product or service.

Prepare a 15-20 minute oral presentation accompanied by 15-20 Microsoft® PowerPoint® slides illustrating your Final Marketing Plan Paper.

The **minimum number of pages** indicated for your papers does not include the cover and reference pages. No footnotes are required! Lengthier papers do not guarantee better grades. To the contrary, you may lose points for presenting unrelated information.

**Presentations** are to convey key points of your papers using role plays, mock interviews, business meetings, etc. Although preferred, all members of a group do not have to participate in the presentations. Groups are encouraged to use visual aids keeping time limitation in mind. Presentations will be no more than 15 minutes (more time can be allowed depending on the number of the groups). The instructor will interrupt a presentation that exceeds its allowed time. Hence, groups are highly encouraged to manage their time properly through rehearsals, etc.

**Individual article commentaries:** 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 **type written 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.

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**Exams:** Each exam will have a combination of multiple choice and true/false type questions. Exams are not comprehensive. The instructor will provide hints for each exam a week before the exam takes place. **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.

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**Class Attendance & participation:** Half of your attendance & participation grade will be determined by attendance. All students with 95% (missing only one class) and above attendance will receive the full half. Students with less than 75% attendance will lose this grade. Those in-between will receive a quarter that grade. The attendance sheet for you to sign will be provided towards the end of each session.

Class participation grade could also be reduced proportionately due to lack of attendance. Participation is highly encouraged in both the lecture and the video discussion sections of the class. 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.

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**Team Evaluations:** Each team member will evaluate the rest of the team members for their contribution to group work by filling out the attached **Learning Team Evaluation** sheet and submitting it on its due date (see above agenda).

**Extra Credit:** Opportunities may be provided to students in the class to earn extra credit upon special circumstances **only upon instructor's approval**. Students are highly encouraged not to count on such an opportunity to make up lost ground, if any. Hence, make sure to submit all assignments on time.

**Late Work:** All deadlines for submission of assignments and case studies will be strictly followed and late work will not be graded. Late work will only be accepted if prior permission is obtained from the instructor with 10% deduction per day missed.

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**WebCT online course site:**

This course is available in WebCT, an online software platform supported by UTD. The online dimension is intended to enhance your learning and participation experience. Go to: <http://webct.utdallas.edu> and log on using your UTD-assigned Net-account User ID and password; click on this course. Student who don't currently have a Net ID account, please initiate your account at: <http://netid.utdallas.edu> . For more information about Net ID, go to <http://netid.utdallas.edu/guam/html/netid.html> . For help: call computer help desk 972-883-2911, or email [assist@utdallas.edu](mailto:assist@utdallas.edu) . In addition to a confident level of computer and Internet literacy, certain minimum technical requirement must be met to enable a successful learning experience.

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**Classroom Citizenship:** You are expected to be courteous during class time. Please respect your fellow students by turning off 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.

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**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.

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### **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.

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### **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.

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### **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.

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**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.

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**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.

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**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.

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**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.

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**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](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.**

## **Group Paper/Project Evaluation Sheet:**

### **1. Summary of the critical issues (20pts)**

Information is not superficial/repetitive.

Identification of internal and external issues.

Identification of the most important issues

**I: 20 pts**

**II: 16-18 pts**

**III: 14 pts**

**IV: 10 pts**

### **2. Strategic Analysis (40 pts)**

Evidence of deeper analysis beyond what is written or presented.

Suggests realistic options.

Identifies pros and cons of suggestions.

Provides realistic support for the recommendations.

**I: 38-40 pts**

**II: 32-36 pts**

**III: 26-30 pts**

**IV: 20-24 pts**

### **3. Recommendation (20 pts)**

Quality and support of the recommended option.

Implementation impact of the recommendation.

**I: 20 pts**

**II: 16-18 pts**

**III: 14 pts**

**IV: 10 pts**

### **4. Other grading criteria (20 pts)**

Clarity and logic of ideas

Use of exhibits

Clarity of writing

Grammar, spelling, structure

Organization of presentation

Speaking style, use of visual aids and handouts, balance of speakers

Dress and overall professionalism

**I: 20 pts**

**II: 16-18 pts**

**III: 14 pts**

**IV: 10 pts**

**I: Exceeds Expectations**

**II: Meets Expectations**

**III: Marginally Meets Expectations**

**IV: Does not meet Expectations**

## TEAM EVALUATION

COURSE \_\_\_\_\_ DATE \_\_\_\_\_

USING THE SCALE BELOW, INDIVIDUALLY RATE EACH MEMBER OF YOUR LEARNING TEAM EXCLUDING YOURSELF.

**1 = Strongly Disagree**

**2 = Disagree**

**3 = Agree**

**4 = Strongly Agree**

NAME OF LEARNING TEAM MEMBER:						
<b>PREPARATION</b> Research, reading, and assignment complete						
<b>ATTENDANCE</b> On-time and stayed for duration						
<b>PARTICIPATION</b> Contributed best academic ability						
<b>INTERPERSONAL RELATIONS</b> Positive and productive						
<b>BETWEEN MEETING COMMUNICATION</b> Initiated and responded appropriately						
OVERALL CONTRIBUTION SCORE:						

### INDIVIDUAL QUESTIONS FOR REFLECTION

1. What are the most important concepts you have learned from the Learning Team experience?

2. How will you use this learning to improve both personally and professionally?