

IMS 4320 COURSE SYLLABUS

Jindal School of Management - The University of Texas at Dallas

Course Information

Course Number/Section: *IMS 4320.501*

Course Title: International Marketing

Term: *Spring* 2015

Professor Contact Information: Shawn M. Carraher..... smc130730@utdallas.edu

TTh : 5:30-6:45pm JSOM 2.115

Office hours between classes [in JSOM 3.621 at X-5877]

Course prerequisites, co-requisites, and/or other restrictions:

Course Description

Most of the business in the world has some activities spanning across its national borders. Big multinationals at one end with almost every activity with a global touch and small companies at the other end with very few cross-national activities. Where ever your organization stands in the continuum, for many organizations the future lays in being able to understand the global market place and making use of the abundant opportunities it provides. Today's national markets are closely integrated with international markets. This in turn requires special policies, strategies, operational methods, systems and tools. This course aims at providing the basic elements for this purpose. We will look at the international marketing environment.

Student Learning Objectives/Outcomes

1. Students will develop regard for human values and be able to make judgments based on ethical and environmental considerations. 2. Students will recognize multicultural aspects of international societies in which we live, work, and be familiar with knowledge and methods to deal with related problems.

Required Materials

International Marketing 10th Edition by Czinkota & Ronkainen with ISBN 13 of 978-1133627517

You shall also need to purchase access to the **Business Strategy Game** from its publisher [this can't be done until I give you access codes].

Assignments & Academic Calendar

Week	Dates	Chapter	Topics / Assignments / Important Events
1	1/12 – 1/16		Introduction; Intro. Cont. & BSG Intro.
2	1/19 – 1/23		Goal 1/2; Read BSG Manual again & research
3	1/26 – 1/30	1, 2	Chapters 1 & 2
4	2/2 – 2/6	3,4	Chapters 3 & 4
5	2/9 – 2/13	5,6	Chapters 5 & 6, P
6	2/16 – 2/20	7,8	Chapters 7 & 8, P
7	2/23 – 2/27	9	Chapter 9, P
8	3/2 – 3/6		EXAM 1 [3/3]
9	3/9 – 3/13		Research Week to work on Participations (P)
10	3/16 – 3/20		Spring Break to work on Research Paper
11	3/23 – 3/27	11, 12	Chapters 11 & 12, P
12	3/30 – 4/3	13, 14	Chapter 13 & 14, P
13	4/6 – 4/10	15	Chapter 15, P
14	4/13 – 4/17	16, 17	Chapters 16 & 17, P
15	4/20 – 4/24	18	Chapter 18, P
16	4/27 – 5/1		<u>GUEST SPEAKER EXAM 2</u> [Exam 2 is 4/30]
17	5/4 – 5/12		Reading Day and Final Exam Week

MATERIAL COVERED EACH DAY SHALL CHANGE AT THE DISCRETION OF THE PROFESSOR – ESPECIALLY WHEN IT COMES TO THE GUEST SPEAKERS

Individual Exams

There will be two noncumulative exams. **The makeup exams are essay/project based.** Exams consist of multiple choice answers. Exams will be based on assigned readings (textbook and other articles) as well as all other materials covered in class (videos, cases, new articles). Some exam questions can come from information in the textbook that we did not explicitly cover in class. If you do not understand something in your textbook, please ask questions about it so I can clarify for you. If you have concerns about a project please let me know & an alternative might be able to be arranged.

Group Projects

1. You will form groups of 2 to 3 people (this may change depending on class size) and work over the course of the semester on the Business Strategy Game. In the business strategy game you and your teammates manage a hypothetical organization for 10 years and complete a 3 year strategic plan for the business. You are competing both with other students in your league as well as individuals from around the world. While there are suggestions for “gaming the system” on-line they don’t take in to account that the newest version of the game adjusts itself to how seriously it believes you are playing the game.
2. You shall have a different group of 2 individuals in which you shall complete a group paper on entrepreneurial hospitality in an international setting. See below for additional information about this.
3. You shall do a Small Business Institute type project in which you are designing and managing the collection of data on several entrepreneurial international marketing topics in Spanish and English with a lecturer from Lithuania as your client.

Literature Review Paper

You will write at least one **paper** in this course. It shall be a research/literature review paper. You shall review **at least** 15 peer-reviewed academic articles in an area of entrepreneurial hospitality in order to examine relationships previously found in empirical research and write a paper with a **minimum** of 16 pages. You shall include an extended abstract from Emerald Group Publishing. After the abstract you shall include an Introduction, a literature review, and suggestions for future research based upon your examination of the literature. Paper should go through two peer review processes. If the paper has fewer than 16 pages or fewer than 15 peer reviewed references it shall be assigned a grade of **0**. Typically it takes around 20 pages with 20 or more peer reviewed papers to earn an A. Unacceptable papers are invited to be revised and resubmitted. It is turned in through e-learning for Turnitin.com and through another site for peer review. In terms of grading if it does not have at least 15 peer reviewed journal articles cited in the paper it receives a 0. If it does not have at least 4000 words it shall receive a 0. After that the paper needs to have at least 3 paragraphs of suggestions for future research in order to be able to receive an A.

Outline example of extended abstract:

Purpose – This study examines customer service levels of high tech Chinese entrepreneurs in the health care and hospitality industries utilizing the Big Five Personalities Scale (Korzaan and Boswell, 2008) that includes agreeableness, conscientiousness, emotional stability, extraversion, and openness to experience and compares them to American entrepreneurs in the same fields.

Design/methodology/approach – The data was collected both face-to-face and via survey instrument. Their personalities were assessed via survey instrument while their customer service oriented behaviors were measured face-to-face through direct observation with trained raters.

Findings – The findings showed Implications of anticipating employees’ behavioral response, the need to address cultural and social differences, and possible employee reward systems are addressed.

Originality/value/contribution – The current study is original in that it uses multiple methods to collect data allowing for a comparison across industry groups for managers and entrepreneurs within China. Primary data of this type is difficult to obtain in China. We contribute to the literature by showing that different industries may have different requirements in terms of the relationship between personality and customer service levels among managers.

Outline example of paper

Introduction – 2 to 3 paragraphs about why managers would care about the topic.

Literature Review – A couple of paragraphs about the Chinese culture, A couple of paragraphs about the American culture, A couple of paragraphs about health care, A couple of paragraphs about the hospitality industry, A couple of paragraphs about customer service, A paragraph or two about customer service in the health care industry, A paragraph or two about customer service in the hospitality industry, A couple of paragraphs about customer service in China and the USA, A review of any research you can find about customer service in the health care and hospitality industries in China and/or the USA;

Conclusions and Suggestions for future research – 3 to 5 paragraphs suggesting future research that you think should be performed and any other conclusions that you can draw.

Works Cited [at least 15 peer-reviewed academic articles from journals]

Grading Policy / Grading Criteria

The following aspects of the course determine your grade. (Scaled score letter equivalent)

Activity Score

Exam 1: 20% [Exam 1 is 3/3]

Exam 2: 20% [Exam 2 is 4/30]

Organizational Project: 20% [April 15]

Business Strategy Game: 7% and +/- (this kicks in at below a 70% for the GradeToDate) [on-going]

Marketing score on BSG 10% and +/-

Group Paper on Entrepreneurial Hospitality in an International setting: 13% and +/- [soft deadline 3/21 [extended abstract must be turned in by now; hard deadline April 11 11:59 PM]

Participations: +/- and 10%

Attendance: +/-

Extra Credit shall be available

+/- = + = 0, - = -20%

Grading Scale

97 – 100	A+	93 – 96.99	A	90 – 92.99	A-
87 – 89.99	B+	83 – 86.99	B	80 – 82.99	B-
77 – 79.99	C+	73 – 76.99	C	70 – 72.99	C-
67 – 67.99	D+	64 – 66.99	D	60 – 63.99	D-
59.99 and below – F					

Attendance & Participation

Attendance and Participation are graded +/- . Attendance is taken nearly every day but points are not taken off of your score until you have missed at least 15% of the classes; participation is assessed with 8 assessments spaced throughout the semester which are designed to reinforce the learning objectives for the class and provide you with feedback.

General Class Policies

Learning is an active process. I believe that it should be transformational. I am a Professor, not a teacher or a lecturer. Please be at each class on time and prepared. Classes will be a combination of lecture, discussion, and exercises – you should actively participate in each part. You are responsible for the assigned readings and what is covered in class.

Common Courtesy: You are expected to be courteous during class time. Please respect your fellow students, professor, and guest speakers and arriving punctually to class. If you have concerns about a project or some other aspect of the class please approach me so that we can work identify and work out a solution.

Academic Honesty: 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.

Policies and Procedures for Students (Please refer to the below websites)

The University of Texas at Dallas provides a number of policies and procedures designed to provide students with a safe and supportive learning environment. Brief summaries of the policies and procedures are provided for you at <http://coursebook.utdallas.edu/syllabus-policies/> and include information about technical support, field trip policies, off-campus activities, student conduct and discipline, academic integrity, copyright infringement, email use, withdrawal from class, student grievance procedures, incomplete grades, and access to Disability Services, and religious holy days.

You may also seek further information at these websites:

Travel and Risk Related Activities:	http://policy.utdallas.edu/policy/utdbp3023
Policies - Dean of Students - UT Dallas:	http://www.utdallas.edu/deanofstudents/policies/
Fair use of copyrighted materials:	http://copyright.lib.utexas.edu/copypol2.html
(For disability services) Student AccessAbility:	http://www.utdallas.edu/studentaccess/

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