

Course Syllabus

IMS-6310-INTERNATIONAL MARKETING

Naveen Jindal School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number Section	IMS-6310.0W1
Course Title	INTERNATIONAL MARKETING
Term and Dates	Fall-2015 (8/24 – 12/17)

Professor Contact Information

Professor	TEVFIK DALGIC
Office Phone	972-883-2770
Email Address	tdalgic@utdallas.edu
Office Location	SOM 4.416
Online Office Hours	PLEASE SEND AN E-MAIL, I WILL RESPOND WITHIN 24 HOURS
Other Information	

About the Instructor

Dr. Tevfik Dalgic is a clinical professor. He has been with UTD since January 2000. Detailed information can be found at the following link.

<http://jindal.utdallas.edu/~tdalgic/>

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

IMS-6204 and MKTG-6301. The Professor may waive the rule depending upon the background of the student

Course Description

This is a graduate course explaining the roles and management of international marketing activities of companies from a global perspective.

Student Learning Objectives/Outcomes

Students will be assessed during their major exams and on their group and individual projects on their ability of the following objectives:

- 1-Major 3 activities included in the global marketing framework.
- 2- When the optimal level of standardization / adaptation is found?
- 3- Exclusive distribution strategy in international, marketing.
- 4-Internationalization of service organizations-Group Case.
- 5-Role of marketing in Economic development-Individual Project.

Required Textbooks and Materials

Required Texts

Global Marketing: Ilan Alon, Eugene Jaffe (Mc Graw-Hill 2012)

Required Materials

The professor will provide extra reading materials reflecting the real market and developments in the international marketing environment.

Suggested Course Materials

Suggested Readings/Texts

There are 18 articles authored and/or co-authored by the professor. They are provided as Supporting Materials. Please access these articles on the course site.

1. KNIGHT AND DALGIC-AMERICAN MARKETING ASSOCIATION-1999-THE BEST PAPER
2. Academy of Management Annual Meeting-2004 The Best Paper
3. Academy of Management Annual Meeting-2005-THE BEST PAPER
4. The Differences in Values between Managers of the European Founding member countries
5. Ethical Issues in the Middle Eastern Countries
6. Doing Business in Turkey
7. Dalgic-Niche' Marketing
8. Internationalization process of small and medium sized companies
9. Ethical values of Managers-JIBS article March-2009
10. MARKET ORIENTATION IN BENELUX ELECTRONICS
11. Guerillas against the Gorillas article
12. Global Niche Marketing article
13. Importing Problems
14. International Blunders-Revisited Article
15. Dissemination of Market Orientation in Europe
16. MARKET ORIENTATION AND LEARNING ORGANIZATION- Dutch exporters
17. Societal-Level Versus Individual-Level Predictions of Ethical Behavior-JOURNAL OF BUSINESS ETHICS
18. Euromarketing

Suggested Materials

There are about 14 videos on YouTube. Their links are provided by [Prof. Dalgic's YouTube Global Marketing Play List](#).

MIT OpenCourseWare – Marketing Course Materials:

<http://ocw.mit.edu/courses/find-by-topic/#cat=business&subcat=marketing>

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

Course Policies

Make-up exams

There will be no make-up exams.

Extra Credit

Discussion Board-Not graded but regular participation may lead to 5 percent bonus at the discretion of the professor.

Late Work

No late work is acceptable

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to take end of chapter quizzes and they will be counted as participation.

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.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk:

<http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important [technical requirements](#) on the [Getting Started with eLearning webpage](#).

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Course Access and Navigation

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

To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

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Communications

This eLearning 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. For more details, please visit the [eLearning Tutorials webpage](#) for video demonstrations on numerous tools in eLearning.

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. He will follow the Discussion board messages if needed ; he will share his views.

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Student Resources

The following university resources are available to students:

UTD Distance Learning:

<http://www.utdallas.edu/elearning/students/cstudents.htm>

McDermott Library:

Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/library/distlearn/disted.htm>.

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Student Assessments

Grading Information

Weights

Midterm Exam	(30 points)	30 %
Final exam	(30 points)	30 %
Group Projects	(20 Points)	20 %
Individual Projects	(10 Points)	10 %
Attendance	(10 Points)	10 %
Total		100%

Grading Scale

Scaled Score	Letter Equivalent
90-100	A
85- 89	A-
80 - 84	B+

75 - 79	B
70 - 74	B-
65 - 69	C+
60 - 64	C
Less than 60	F

*Depending upon the overall performance of the class, professor reserves the right to adjust the scales.

Grading Policy

The marks are registered and completed automatically by the program.

Accessing Grades

Students can check their grades by clicking “My Grades” on the course menu after the grade for each assessment task is released.

Assignments

Individual Project

Individual Project - Students will discuss the following statement made by Professor Peter Drucker : **“Marketing is the least developed activity in an underdeveloped country”** in maximum 4 pages, double-spaced with Arial Font size 11. They will upload their papers under the assignment submission link on the eLearning course site. An evaluation scheme for the assignment is provided as attached under the assignment link.

Group Project

Case P1-2 MacEwan Goes Global: Internationalization at a Canadian School of Business-Ivey Case-PP. 477-487 of the textbook. Students will use the group project evaluation scheme for the case, which will be followed as indicated step-by-step.

Non-participation will lead zero points for the Group Projects.

Groups will be assigned at the beginning of the class and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. A private discussion area may 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 is available for use. Teams can schedule a live web conference for team work. Please see the [Web Conferencing page](#) for instructions on making a reservation and other web conference information.

Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting An Assignment video tutorial](#).

Please Note: Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

For any team project assignments, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded.

Participation/Discussions

Students are required to take weekly quizzes online to be counted as attendance (10 Percent). Discussion Board participation may lead to 5 bonus points at the discretion of the professor.

Online Tests/Quizzes

Midterm Exam and Final Exam will be taken online.

Midterm will consist of chapters 1 to 8, totally 40 multiple choice questions

Final exam will consist of chapters 9 to 16, totally 40 multiple choice questions.

You can access quizzes/exams by clicking the quiz/exam link on the designated page. Each quiz is timed, and the number of attempts allowed within a scheduled time window will be specified. Please read the on-screen instructions carefully before you click "Begin". After each quiz is graded and released, you may go to My Grades page and click the score link of the quiz to view your graded submission.

Academic Calendar

WEEK/ DATES	TOPIC/LECTURE	READING	ASSESSMENT / ACTIVITY	DUE DATE
1 08/24- 08/30	Introduction	Read the syllabus and course requirements	Case Groups Formation	08/30

2 08/31 – 09/06	Chapter 1 Understanding Global Markets and Marketing Chapter 2 Assessing the Global Marketing Environment-The Global Economy and Technology	Read the chapters 1 & 2	Take end of chapter Quizzes-10 MC questions Discussion Board 1: “What is a global vision?”	09/06
3 09/07 – 09/13	Chapter 3 Evaluating Cultural and Social Environments Chapter 4 Analyzing Political and Legal Environments	Read the chapters 3 & 4	Take end of chapter Quizzes Discussion Board 2: “Technology eliminates the distance”	09/13
4 09/14 – 09/20	Chapter 5 Integrating Global, Regional, and National Markets	Read the chapter 5	Take the end of chapter Quizzes Discussion Board 3: “There is only one market: The Customer”	09/20
5 09/21 – 09/27	Chapter 6 Conducting Marketing Research	Read the chapter 6	Take the end of chapter Quizzes Discussion Board 4: “What is role of cultural bias in Marketing Research?”	09/27
6 09/28 – 10/04	Chapter 7 Selecting International Markets Chapter 8 Entering Global Markets	Read the chapters 7 & 8	Take the end of chapter Quizzes Discussion Board 5: “What is a global niche?”	10/04
7 10/05 – 10/11	Midterm	The first 8 chapters-40 MC Questions	Once you start the test you should finish the test within one hour	Sat. 10/10 - Sun. 10/11

8 10/12 – 10/18	Chapter 9 Segmenting, Targeting And Positioning For Global Markets	Read the chapter 9	Take the end of chapter Quizzes Discussion Board 6: “Culture plays a role in the positioning of brands”	10/18
9 10/19 – 10/25	Chapter 10 Developing Global Products and Brands	Read the chapter-10	Take the end of chapter Quizzes INDIVIDUAL PROJECTS ARE DUE THIS WEEKEND	10/25
10 10/26 – 11/01	Chapter 11 Setting Global Prices	Read the Chapter 11	Take the end of chapter Quizzes	11/01
11 11/02 – 11/08	Chapter 12 Building Global Distribution and Placement	Read the Chapter 12	Take the end of chapter Quizzes	11/08
12 11/09 – 11/15	Chapter 13 Launching Global Communication and Advertising	Read the Chapter 13	Take the end of chapter Quizzes Discussion Board 7: “Global advertising materials may be translated to other languages but they may need adaptation”	11/15
13 11/16 – 11/22	Chapter 14 Using Social Media For Global Marketing	Read the Chapter 14	GROUP PROJECTS ARE DUE THIS WEEK	11/22
14 11/23 – 11/29	Fall Break Week			

15 11/30 – 12/06	Chapter 15 Designing And Controlling Global Marketing Systems	Read the Chapter 15	Take the end of chapter Quizzes	12/06
16 12/07 – 12/11	Chapter 16 Defining Ethics And Corporate Social Responsibility In The International Marketplace	Read the Chapter 16	Take the end of chapter Quizzes Discussion Board 8: “Ethics starts at home”	12/11
	Final exam	Chapters 9-16-40 Multiple-Choice Questions	Once you logged on the test site you should finish the test within one hour	Sat. 12/12 - Sun. 12/13

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Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) 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.

Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. A link to an online instructional assessment form will be emailed to you for your confidential use.

University Policies

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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

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