

## IMS/MKT 4320 COURSE SYLLABUS

Jindal School of Management - The University of Texas at Dallas

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### Course Information

**Course Number/Section:** *IMS 4320 & MKT4320*

**Course Title:** International Marketing

**Term:** *Spring 2017*

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

**Tues Thurs 5:30 to 6:45PM** JSOM 2.717

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

**Course prerequisites, co-requisites, and/or other restrictions:** Normally you'd have had Marketing and International Business

### 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. [these are assessed within the Business Strategy Game]

### Required Materials

**International Marketing** 10<sup>th</sup> 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 [We march through the chapters & material]

Week	Dates	Chapter	Topics / Assignments / Important Events
1	01/10 – 01/12		Introduction; Intro. Cont. & BSG Intro.
2	01/17 – 01/19		Practice Participation; Read BSG Manual again & research
3	01/24 – 01/26	<b>1, 2</b>	Chapters 1 & 2
4	01/31 – 02/02	<b>3,4</b>	Chapters 3 & 4
5	02/07 – 02/09	<b>5,6</b>	Chapters 5 & 6;
6	02/14 – 02/16	<b>7,8</b>	Chapters 7 & 8,
7	02/21 – 02/23		Flex Days
8	02/28 – 03/02	<b>9</b>	Chapter 9, P4 Exam 1
9	03/07 – 03/09	<b>11, 12, 13</b>	Chapters 11, 12, & 13
10	03/14 – 03/16		Spring Break
11	03/21 – 03/23		Research Days
12	03/28 – 03/30	<b>14 &amp; 15</b>	Chapters 14 & 15
13	04/04 – 04/06		MakeUp in case of weather
14	04/11 – 04/13	<b>16, 17</b>	Chapters 16, 17
15	04/18 – 04/20		Ziglar Dinner
16	04/25 – 04/27	<b>18</b>	Chapter 18 & Exam 2
17	05/02 – 05/08		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. 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. The exams also include questions about the use of statistical methods.

### Group Projects

1. You will form groups of 1 person (your self) and work over the course of the semester on the Business Strategy Game. In the business strategy game you 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. With a maximum of 3 people [including you] you shall complete an original paper. See below for additional information about this.

3. You shall do a Small Business Institute type project in groups of roughly 3 students per group. Projects shall deal largely with hosting a dinner for the Zig Ziglar Corp. the week after Non-Orthodox Easter along with the Marketing Program and the Sales Program. This is designed to highlight YOUR skills and value to influential individuals from around the world as well as highlighting JSOM and UTD.

## **Literature Review Paper**

You will write at least one **paper** in this course. It shall be an empirical research paper which you may revise once if turned in by the time that it is due. You should use the APA (American Psychological Association) method for internal citations. You shall review at least 20 peer-reviewed academic journal articles in order to examine relationships previously found in empirical research and write a paper with a minimum of 4500 words. After the abstract you shall include an Introduction, a literature review, and suggestions for future research based upon your examination of the literature. If the paper has fewer than 4500 words or fewer than 20 peer reviewed journal article references it shall be assigned a grade of **0**. Typically it takes around 20 pages with 30 or more peer reviewed papers to earn an A. Unacceptable papers are invited to be revised and resubmitted once. It is turned in through e-learning for Turnitin.com. In terms of grading if it does not have at least 20 peer reviewed journal articles cited in the paper it receives a 0. If it does not have at least 4500 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. You shall also generate an original primary data set and shall analyze it as part of this study. No direct quotes may be used in the paper. A paper like this shall typically have at least 40 references and over 5000 words.

### 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** 20 peer-reviewed academic articles from journals]

**So in summary by March 25 11:59 PM your group shall turn in a paper dealing with international marketing with at least 4500 words [with no direct quotes used in the paper] and 20 peer reviewed journal articles used as works cited in the paper.**

### **Example Peer Reviewed Journal article:**

Buckley, M., Fedor, D., Veres, J., Wiese, D., & Carraher, S. (1998). Investigating newcomer expectations and job-related outcomes. *Journal of Applied Psychology*, 83, 452-461.

### **Example of a non-peer reviewed article:**

Buckley, M., Mea, W., Weise, D., & Carraher, S. (1998). Evaluation change in public organizations: An Alpha, Beta, Gamma change perspective. In *Accountability and Radical Change in Public Organizations* (pages 229-241) edited by Ronald R. Sims, Westport, CT: Quorum Books.

### **Example of article that reviewers can't tell if it is peer reviewed or not peer reviewed:**

Buckley, M., Fedor, D., Veres, J., Wiese, D., & Carraher, S. (1998). Investigating newcomer expectations and job-related outcomes. *Journal of Applied Psychology*, 83, 452

### **Grading Policy / Grading Criteria**

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

#### **Activity Score**

**Exam 1:** 10% [Exam 1]

**Exam 2:** 10% [Exam 2]

**Organizational Project:** 15%

**GTD, Marketing, and Corporate Social Responsibility scores on BSG [50<sup>th</sup> percentile or above is 100%, under 50% is the percentile multiplied by 2 eg 40<sup>th</sup> percentile is an 80%, 35<sup>th</sup> percentile is a 70%] 19% for GTD and 9% for Marketing and Corporate Social Responsibility**

**Paper:** 22% and +/- [first version due 3/25; final version due 5/3]

**Attendance:** 6%

Extra Credit shall be available

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

### Grading Scale

98 – 100	A+	93 – 97.99	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 – 69.99	D+	64 – 66.99	D	60 – 63.99	D-
59.99 and below – F					

### 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.

### Comet Creed

*This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:*

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

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### UT Dallas Syllabus Policies and Procedures

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.

**Academic Honesty:** Plagiarism, especially from the web 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.

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*