INSTRUCTOR: Nadine Deif  
OFFICE: Beatty Center: room #  
CONTACT: deifn@cofc.edu  

COURSE OBJECTIVES  
At the completion of this course students will have:  
1) understand the importance of viewing international marketing management strategies from a global perspective.  
2) Learned fundamental theories and principles of international marketing  
3) developed skills needed for identifying and analyzing important cultural and environmental uniqueness of any nation or global region.  
4) Identify and understand the successes and failures of present and past global marketing endeavors by foreign and domestic corporations or entities.  

COURSE DESCRIPTION  
Marketing on an International scale with stress upon the viewpoint of the marketing department managers who must recognize and cope with differences in legal, economic, environmental, and cultural elements in different nations. Emphasis is placed on research, marketing techniques and methods of expanding participation in foreign markets.  

REQUIRED TEXTBOOK  
*International Marketing* by Phillip Cateora, Mary Gilly, John L Graham, R.Bruce Money  

COURSE PREREQUISITES  
Junior standing and ECON 201, and 202 and MKTG 302  

Course 9-9:50 am : Fall MKTG326-1  
Class ID: 11278-201810  
Course 1:00-1:50pm : Fall MKTG326-2  
Class ID: 11503-201810
Disabilities:
The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services/SNAP located on the first floor of the Lightest Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me one week before accommodation is needed.

ACADEMIC INTEGRITY AND THE COLLEGE HONOR CODE:
ALL STUDENTS ARE EXPECTED TO ADHERE TO THE COLLEGE OF CHARLESTON HONOR CODE (Found in Student Handbook). Failure to do so will result in an assignment of an “F” in this course. Pay particular attention to plagiarism guidelines. To combat plagiarism, all written work will be submitted to turnitin.com. Details for submission turnitin.com.

READINGS
DISTANCE STILL MATTERS, Harvard Business Review, available on WEBCT
NEWSPAPERS, AND OTHER MEDIA OUTLETS for weekly 1-2 paragraph summaries on global marketing news and events
THE WORLD IS FLAT by Thomas Friedman (Optional) but recommended for class project and discussions
Other readings as assigned by teacher (available on Oaks)

OFFICE HOURS
I am generally in the office MWF 9:50-10:50 and (12:30-1:00). It is better to schedule an appointment via email.
CHAPTER QUizzes are due on Fridays. Please do not fall behind in this course as a lot of material will be covered. Successful completion of this course requires steady and consistent work.

ATTENDANCE

This course lasts from August 23 - December 4. Attendance will be taken at every class meeting. Students are expected to complete the entire course by December 4 and take the final exams during the set dates. Follow the College Attendance Policy. Pay particular attention to Withdrawn for Excessive Absences (WA). The student is required to keep abreast of any changes announced in class, including changes in test dates.

CHAPTER QUizzes (200)

Students are expected to take a short quiz before each chapter. The quiz questions (multiple choice and short answer format) will come from a test bank developed by the textbook publisher. The quiz questions will be randomly generated. There will be approximately 10 questions on each quiz. Students will have 10 minutes to complete each chapter quiz. Once a student starts the quiz, he/she must complete the quiz.

Quizzes must be taken by the dates below. If quizzes are NOT taken by the QUIZ date, the quiz grade will be zero. Quizzes can be completed early. Late quizzes will not be accepted.

FRIDAY QUIZ DATES

Chapter 1 Sept 1
Chapters 2 & 3 Sept 8
Chapter 4 & 5 Sept 15
Chapter 6 Sept 22
Chapter 7 & 8 Sept 29
Chapter 9&10 Oct. 6
Chapter 11 Oct. 13
Chapter 12&13 Oct. 20
Chapter 14 Oct. 27
Chapter 15 Nov. 3
Chapter 16 Nov.10
Chapter 17&18  Nov. 17
Chapter 19  Dec. 1

FINAL EXAMS (2@200 each=400)
Midterm : October 18 on Chapters 1-11 Multiple choice in class
Final Exam: For 1-1:50 pm classes on Dec. 9, TIME: 12-3 PM
Final Exam: For 9-9:50 am classes on Dec 13, TIME: 8-11AM

WEEKLY CURRENT NEWS ARTICLES SUMMARIZED (10 @10 EACH=100)
A 1-2 paragraph summary of a current news event/article affecting global marketing/trade. YOU WILL NEED TO ATTACH THE ARTICLE TO YOUR SUMMARIZATION and submit on the following dates ONLY! As this is meant to encourage you to keep up to date on current affairs with respect to globalization and international markets, you can only submit articles published within the 30 days of the due date. We will have class discussions related to such current events.
DUE: on the following Mondays to discuss in class
Aug. 28,
Sept. 4, 11, 18, 25
Oct. 2, 9, 23
Nov. 6, 13,

INTERNATIONAL MARKETING ENVIRONMENT PAPER (150PTS)
Students are to complete a 4-5 page single spaced (12 pt font - 1 inch margins) on the marketing environment of a foreign country for the export of a domestic product. Students will submit the same paper to turnitin.com and via dropbox. turnitin.com is an anti-plagiarism program. Submitting two different versions of the paper will result in an automatic failure of the course. THIS IS A GROUP PAPER (Max of 4 Students) The paper and guidelines will be listed in the CONTENT area on OAKS.

CHOOSE ONE OF THE 2 ASSIGNMENTS BELOW (50 PTS)
1) **GLOBAL BRAND DATABASE ASSIGNMENT**

Student will be required to think of three local brands (from his/her hometown) and look them up on the WIPO Global Brand Database ([http://www.wipo.int/branddb/en/](http://www.wipo.int/branddb/en/)) to see if they are registered. If the brand is registered, the student will provide the status, holder, number, application date and copy of the image.

2) **TRADE DRESS PROJECT**

Students will be required to read the articles on Trade Dress (available on OAKS). Students will then be required to visit a stored search for products (layouts, designs, etc.) that are confusingly similar to other known products/designs. Students will then be required to take a photo (low resolution with phone), list the store and location where the product/design, etc. was found, and explain why she/he thinks the product is/is not in violation of US Trade Dress laws. Students are encouraged to look on the internet for ideas, however she/he cannot simply use the internet to download photos.

The assignment is due by **Dec. 1** in class or via Dropbox.

**STANDARDIZATION/CUSTOMIZATION PAPER (100 PTS)**

1) (30%) Submit a 4-5 page paper (double-space, 12 pt font, 1 inch margins) summarizing and updating the seminal HBR articles *The Globalization of Markets* and *Distance Still Matters*. Students are expected to discuss the major theses/arguments of each article (be comprehensive). As the articles were written in the 1980s, students should;

2) (30%) address new technologies and theories on globalization (AS THEY RELATE TO MARKETING e.g: consumer behavior, cultural harmonization, economic integration, etc).

3) (30%) Students should also pick and discuss at least 3 products or services that represent both the Global and International (customization) approach (6 products total). This is a research paper so the student should use at least 5 Academic articles.

4) (10%) Finally, students should discuss their own ideas about the Globalization/Customization debate.
Papers should be submitted via DROPBOX and submitted to TURNITIN.COM. The same papers must be submitted to both dropbox and turnitin.com. Failure to submit the same version of the paper will result in an automatic failure of the course. **DUE DATE: Dec. 4**

### GRADING POLICY

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<td>Trade Dress Project/Global Brand Database Assignment</td>
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<td>Standardization/Customization Paper</td>
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<td>Current Newspaper Article summaries on Int’l Mktg.</td>
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