INSTRUCTOR: Dr. Rene Dentiste Mueller  
OFFICE: Beatty Center, Room 331  
CONTACT: muellerr@cofc.edu

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

NOTE: THIS IS A DISTANCE LEARNING COURSE.

COURSE OBJECTIVES: At the completion of this course students will have:
1) a raised consciousness of the importance of viewing international marketing management strategies from a global perspective.
2) learned fundamental principles and theories of international marketing
3) developed professional skills needed for identifying and analyzing important cultural and environmental uniqueness of any nation or global region.

COURSE PREREQUISITES: junior standing and ECON 201 and 202 and MKTG 302

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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 Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me within 2 days of starting the class.

ACADEMIC INTEGRITY AND THE COLLEGE HONOR CODE: All students are expected to adhere to the College of Charleston Honor Code (found in the Student Handbook). Failure to do so will result in the 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.


READINGS (Available on Oaks)
The Globalization of Markets – questions appear in Exam 1
Distance Still Matters questions appear in Exam 1
Bribery questions appear in Exam 1
Not Exactly Counterfeit questions appear in Exam 2
The McB organic hamburger: green or greenwashing questions appear in Exam 2
Foreign Trade Zones questions appear in Exam 3
Gray Markets questions appear in Exam 3
Five Incoterms Commonly Used in Export Transportation questions appear in Exam 3
The Pros of Counter Trade questions appear in Exam 3
OTHER READINGS WILL BE ADDED AS NEEDED

OFFICE HOURS: Dr Mueller has class on T Th at 8:00 am and 4:00 pm; consequently, she is in all day on T Th. Official office hours are T-Th 7:30-8:00; 9:30-10:30 and 3:00-4:00. She is also normally available on M W F by appointment. NOTE: Dr Mueller will NOT be available 24/7, however, she will try to answer questions as soon as possible (normally within 48 hours). Dr Mueller will not check emails after 5 pm or on the weekend.

CORRESPONDENCE BETWEEN DR MUELLER AND STUDENTS
In the event Dr Mueller needs to address the entire class, she will email the class using the email address provided by OAKS. She will put the subject line MKTG 326 in the subject heading. It is the responsibility of the student to check his email account M and W by midnight. Eastern Standard Time.

Attendance Students are expected to attend class and roll will be taken. Students can miss 2 classes without penalty. If a student misses class, he or she is responsible for anything discussed in lectures.

GRADING POLICY
International Export Plan 200
Trade Dress Project 20
Global Brand Database Assignment 20
Other Assignments 60
Chapter Quizzes 100
3 multiple choice tests @ 200 each 600
TOTAL 1000 pts

GRADES:
A ...........90-100%
B+............87-89%
B..............84-86%
B-...........80-83
C+............77-79%
C.............74-76%
C-............70-73
D+............67-70
D.............64-66%
D-...........60-63
F........less than 60%

International Export Plan (150pts)
Students are to complete an export plan (guidelines on OAKS) single spaced (12 pt font, 1 inch margins). 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. The Paper and Guidelines are listed in the CONTENT area on OAKS. This is a group project.

Export Plan Due Date December 8, 2018.

CHAPTER QUIZZES (150)
Students are expected to take a short quiz after reading 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 quiz dates below. It is advisable to take the exam early in order to avoid any problems you might have with technology and access to the internet. If quizzes are NOT taken by the QUIZ date, the quiz grade will be a zero. Late quizzes will not be accepted. Quizzes can be completed early.

| QUIZ DATES | Chapters 1-2 | September 3 |
| Chapter 3 | September 5 |
| Chapter 4 | September 10 |
| Chapter 5 | September 12 |
| Chapter 6 | September 17 |
| Chapter 7 | September 24 |
| Chapter 8 | September 26 |
| Chapter 9 | October 1 |
| Chapter 10 | October 3 |
| Chapter 11 | October 8 |
| Chapter 12 | October 10 |
| Chapter 13 | October 22 |
| Chapter 14 | October 24 |
| Chapter 15 | October 29 |
| Chapter 16 | November 12 |
| Chapter 17 | November 14 |
| Chapter 18 | November 19 |
| Chapter 19 | November 26 |

EXAMS (3 @ 200 each = 600)
All exams will be multiple-choice. The exam questions will contain questions from the assigned readings so make sure you study the readings. It is important to study for the exams as the questions will cover detailed information. Exams must be taken by the exam date. No make-up exams will be given unless prior arrangements have been made.

EXAM 1 on Chapters 1-6 September 20
EXAM 2 Chapters 7-13 October 18
EXAM 3 Chapter 14-19 November 29

GLOBAL BRAND DATABASE ASSIGNMENT. Students 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/) 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 (if there is one). (This should be in table format). ADDITIONALLY, the student will note whether other firms have registered similar marks and, if so, give the holder and origin (and image if there is one). A summary should be submitted via DROPBOX. I will follow-up by checking the WIPO database. Date TBD

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 store and 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, he/she cannot simply use the internet to download photos. This assignment is to be submitted via DROPBOX. Date TBD