INSTRUCTOR: Dr. Rene Dentiste Mueller  
OFFICE: Beatty Center, Room 331  
Office Hours: T-Th 7:30-8:00; 1:30-3:00; available Wednesday afternoon until 4pm.  
CONTACT: muellerr@cofc.edu

Section 01: T-R 8:00-9:15 am   TCFE 133  
Section 02: T-R 4:00-5:15 pm   TCFE 131

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.

SCHOOL of BUSINESS LEARNING GOALS:  
1. COMMUNICATION SKILLS: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
2. QUANTITATIVE FLUENCY: Students will demonstrate competency in logical reasoning and data analysis skills.
3. GLOBAL AND CIVIC RESPONSIBILITY: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
4. INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
5. SYNTHESIS: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

COURSE PREREQUISITES: junior standing and ECON 200 and 201 and MKTG 302

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.

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 is in all day on Tuesdays and Thursdays and most of the day on Wednesdays. She is available by appointment outside of office hours. NOTE: Dr Mueller will NOT be available 24/7, however, she will try to answer email 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. Please note that Dr Mueller will show short video clips in class to reinforce concepts found in the book. Content from the videos is testable.

Inclement Weather Policy (new)
If the College of Charleston closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.

GRADING POLICY
International Export Plan (group) 200
Trade Dress Project 20
Global Brand Database Assignment 20
Other Assignments, quizzes, attendance, etc. 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%

Extra Credit Events
There will be several speaker events where attendance can be used for extra credit. In order to receive extra credit, students must download the QUEST app and the QR code must be swiped to track attendance. The student will be also be required to answer 1-3 reflective questions provided by the professor and upload documents as requested.

International Export Plan
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 Dec 5.

CHAPTER QUIZZES
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.

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EXAMS
All exams will be multiple-choice. The exam questions will contain questions from the assigned readings AND lectures so make sure you study the readings and come to lectures. 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
EXAM 2 Chapters 7-11
EXAM 3 Chapter 12-17

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.