INSTRUCTOR: Dr. Rene Dentiste Mueller
OFFICE: Beatty Center, Room 331
Office Hours: T-Th 7:30-8:00; 10:30-12:00; 3-4 pm. Also available Monday and Wednesday by appointment
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.

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.

The class ID is ; password is

REQUIRED TEXTBOOK: International Marketing  Cateora, Phillip, Gilly, Mary and John L

READINGS (Available on Oaks)
The Globalization of Markets – questions appear in Globalization Quiz
Distance Still Matters  questions appear in Distance Quiz
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. Student communicating via email MUST put MKTG 326 Question in the subject headline. Failure to do so may result in the email being overlooked.

Attendance Students are expected to attend class and roll will be taken. Students can miss 2 classes without penalty. After 2 absences, 2 points will be deducted from the FINAL Grade for each absence. Any student missing 6 classes will be dropped for excessive absences. 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 in-class 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 earn extra credit. In order to receive extra credit, students must complete a short 4 question survey available on OAKs (this takes 2 minutes to complete). Attendance at events will be verified by the sponsor of the event (normally a sign in sheet).

**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.

**QUIZZES**
**Syllabus Quiz.** Please ready the syllabus and answer the questions. This is not a time quiz and you will not receive credit for taking the quiz. Failure to take the quiz, however, will result in a 2pt deduction from the final quiz grade.

**Globalization of Markets and Distance Still Matters Quizzes.** In the content section of the OAKS class, there are two seminal articles from the Harvard Business Review. While these articles are old, the theories outlined are still relevant today and are discussed by marketers worldwide. Throughout the course, we will relate readings and videos to these articles. You are required to take a short quiz on each of the articles.

**Chapter Quizzes.** Students are expected to take a short quiz after reading each chapter. The quiz questions (multiple choice) 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.

**Syllabus Quiz** Jan 13
**Globalization of Markets** quiz Jan 13
**Distance Still Matters** quiz Jan 13

**Chapter Quizzes**
Chap 1-2 Jan 21
Chap 3 Jan 27
Chap 4 Jan 29
Chap 5 Feb 3
Chap 6 Feb 5
**Exam Chap 1-6 Feb 13**
Chap 7 Feb 17
Chap 8 Feb 19
Chap 9 Feb 24
Chap 10 Feb 26
Chap 11 Mar 2
Chap 12 Mar 4
**Exam 2 Chap 7-12 March 24**
Chap 13 Mar 30
Chap 14 Apr 1
Chap 15 Apr 6
Chap 16 Apr 7
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 Feb 13**
**EXAM 2 Chapters 7-12 Mar 24**
**EXAM 3 Chapter 12-18 Exam Day**

TRADE AND GLOBALIZATION EXERCISE- this exercise requires you to analyze trade data and trends to see the determinants and consequences of trade. To complete the exercise, you will need to visit [https://ourworldindata.org/trade-and-globalization#trade-around-the-world-today](https://ourworldindata.org/trade-and-globalization#trade-around-the-world-today) and click on **ALL 4** of the [Jump to this section](https://ourworldindata.org/trade-and-globalization#trade-around-the-world-today) link. **ANSWER THE TRADE AND GLOBALIZATION QUESTIONNAIRE** (in content section) AND **SUBMIT YOUR ANSWERS VIA OAKS DROPBOX. Due Jan 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/](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. **Due Feb 25**

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. **Due Mar 13**