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 1
The McB organic hamburger: green or greenwashing questions appear in Exam 2
Foreign Trade Zones questions appear in Exam 2
Gray Markets questions appear in Exam 2
Five Incoterms Commonly Used in Export Transportation questions appear in Exam 2
The Pros of Counter Trade questions appear in Exam 2
OFFICE HOURS: As this is a distance learning course, students will be working on the course at times during the day that are convenient to each student. 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 check in at 8 a.m. Tuesday and Thursday, She will not check on the course over the weekends.

Chapter Quizzes will be due on Fridays. Please do NOT fall behind in this course as a lot of material is covered. Successful completion of this course requires steady and consistent work.

CORRESPONDENCE BETWEEN DR MUELLER AND STUDENTS
All correspondence should be done in DISCUSSIONS (in OAKS) and NOT by email as other students may have similar questions and would benefit from seeing the question and answer.

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 Tuesdays and Thursdays by midnight Eastern Standard Time.

In the case where a student has a question of a personal nature, students should contact Dr Mueller via email with the subject line MKTG 326 Personal Question. Please be aware that Dr Mueller checks her email often, however, she receives approximately 200 emails daily. If a student does not include MKTG 326 Personal Question in the subject line, there is the possibility that the email will be overlooked.

Attendance This course last July 5- August 1. Students are expected to complete the entire course by August 1. Students can complete the chapter quizzes, exams, and assignment early, however, the discussions require the full participation of the class so early completion of these is not possible.

GRADING POLICY
International Marketing Environment Paper 150
Trade Dress Project 50
Global Brand Database Assignment 20
Standardization/Customization Paper 100
Counterfeit Discussion 50
Chapter Quizzes 200
2 multiple choice tests @ 230 pts each 430
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 Marketing Environment Paper (150pts)
Students are to complete a 4-5 page single spaced (12 pt font, 1 inch margins) paper on the Brazilian marketing environment for the export of a SC beer. 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.

Assignment/Project Due Date August 1, 2018

CHAPTER QUizzes (200)
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 1-7 July 13
Chapters 8-14 July 20
Chapters 15-19 Jul 27

EXAMS (2@230 each = 460)
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 a large amount of material and are timed. Exams must be taken by the exam date. No make-up exams will be given. Students can take the exams early. Once a student begins the exam, the student must complete the exam. The exam will consist of 50 multiple-choice/short answer questions and the student will have one hour to complete the exams.

EXAM 1 on Chapters 1-10 by midnight Wednesday, July 18
EXAM 2 Chapters 11-19 by midnight Wednesday, August 1

COUNTERFEIT DISCUSSION (20)
The outline and requirements for the discussions will be listed in the CONTENT area on OAKS.

DISCUSSION ONE DUE DATE: Discussion opens immediately but closes June 10, (summary of discussion due Monday July 16.

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. Due Monday July 23
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 by August 1.

STANDARDIZATION/CUSTOMIZATION PAPER  Students will be required to:

1) 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!).

2) As the articles were written in the 1980s, students should; address new technologies and theories on globalization (AS THEY RELATE TO MARKETING e.g. consumer behavior, cultural harmonization, economic integration, etc.) (30%).

3) Students should also pick and discuss at least 3 products or services that represent the Global Marketing concept and 3 products that represent the International (customization) Concept (6 products total) (30%).

4) Finally, students should discuss their own ideas about the Globalization/Customization debate (10%).

5) **** This is a research paper so the student should use at least 5 ACADEMIC articles.

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 Aug 1