INSTRUCTOR: Dr. Rene Dentiste Mueller  
OFFICE: Beatty Center, Room 331  
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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 Quiz Globalization and Distance
Distance Still Matters questions appear in Quiz Globalization and Distance

QUICK ONE MINUTE READINGS- these are supplementary readings and will help you have a better understanding of the material

Consumer Attitudes Towards Foreign Products – Why China Loves American Chain Restaurants

Intellectual Property Rights (IPR) Not Exactly Counterfeit
Regional Consumers
  Bottom of the Pyramid

Products and Brands
  Why Oakley’s Asian Fit Aren’t Racist, Just Science
  Local vs Global Brands
  Should you Care About Country of Origin Impact
  Haier Smashing Its Way to Success

Pricing
  Five Incoterms Commonly Used in Export Transportation
  The Pros of Counter Trade
  Foreign Trade Zones
  Reducing Price Escalation Mercedes Sprinter Vans
  When Companies Use Different Price Strategies Gray Markets

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, I will not check on the course over the weekends.

Please do NOT fall behind in this course as a lot of material is covered. While the material is not difficult, it does require time and commitment. The vast majority of students are very successful, however, successful completion of this course does require 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 I need to to address the entire class, I will email the class using the email address provided by OAKS. I will put the subject line MKTG 326 in the subject heading. It is the responsibility of the student to check his email account Mondays, Wednesday and Friday by midnight Eastern Standard Time.

In the case where a student has a question of a personal nature, students should contact me via email with the subject line MKTG 326 Personal Question. Please be aware that I check my email often, however, I receive many 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 7- August 7. Students are expected to complete the entire course by August 7. Students can complete the chapter quizzes, PPT quizzes, exams, and assignment early, however, the Counterfeit discussion requires the full participation of the class so early completion of these is not possible.

GRADING POLICY
Trade and Globalization Assignment 100
Global Brand Database Assignment 50
Counterfeit Discussion and survey 100
Chapter Quizzes 125
PPT Lecture Quizzes 125
2 multiple choice tests @ 250 pts each 500
TOTAL 1000 pts

GRADES:
  A ..........93-100%
  A-..........90-92
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. NOTE: THERE WILL BE NO QUIZ ON CHAPTER 17.

QUIZ DATES
Chapters 1-3 July 15
Chapters 4-6 July 17
Chapters 7-10 July 23
Chapters 11-13 July 31
Chapters 14-16 August 6
Chapter 18 August 6

PPT LECTURES AND QUIZZES
I have developed a number of Powerpoint Presentations (PPTs) that I would normally show in class. The PPTs have Youtube videos embedded into the presentations. Most of the videos are 4 minutes or less and each presentation has approximately 20 minutes worth of videos. The videos do a good job of providing supplementary material on topics of particular importance to International Marketing.

Each PPT lecture has an accompanying quiz. I strongly encourage all students to take notes on the videos as some of the quiz questions ask for specific information. The vast majority of students do very well on the quizzes but, in order to do well, you must watch the videos and review the PPT lectures. Based on past experience, there is plenty of time to consider the question and answers but not enough time to view the videos.

PPT Videos and Quizzes
Globalization July 10
Geography and Trade July 16
Trade Agreements July 20
Populations Trends July 21
Intellectual Property Rights July 22
Brands and logos July 30
Products and Standards August 4
EXAMS
All exams will be multiple-choice. 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 questions and the student will have one hour to complete the exams.

EXAM 1 on Chapters 1-10 by midnight EST July 24
EXAM 2 Chapters 11-19 by midnight EST August 7

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

DISCUSSION DUE DATE: The Counterfeit discussion opens immediately but closes July 28 (summary of discussion due August 7).

GLOBALIZATION AND TRADE ASSIGNMENT
T Levitt’s article, the Globalization of Markets proposes some revolutionary ideas for the time (1983). Your first assignment is to look at recent figures on globalization and trade to see whether his ideas are valid. I have asked you to answer specific questions (and provided you with the questions and possible answers). Once you complete the assignment, please take the accompanying quiz (the questions and answers are the same). The assignment and details can be found in OAKS. This assignment is due July 13.

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 August 3rd. Please also let me know your hometown.

CHINA PLUS ONE ASSIGNMENT- Students are required to look up information on the cost of labor and political risk on China and other Asian countries and then pick out 3 countries the student believes a US company should consider (from an investment point of view). July 29.