MKTG 326  
International Marketing (Distance Education)  
Fall 2020

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

NOTE: this is an asynchronous distance education course. If you want to enroll in the face to face/zoom course please contact me immediately.

If you feel you need additional academic assistance, you can join the Zoom lectures at 8 am Tuesdays and Thursdays. The same material will be covered in both classes

Topic: Rene Mueller's Zoom Meeting  
Join Zoom Meeting  
https://cofc.zoom.us/j/97916298648?pwd=T2pUMEs2VGQzUEJ2bURwUHl6NHBDd309 
Meeting ID: 979 1629 8648  
Passcode: 852227  
One tap mobile  
+13017158592,,97916298648# US (Germantown)  
+13126266799,,97916298648# US (Chicago)  
Dial by your location  
+1 301 715 8592 US (Germantown)  
+1 312 626 6799 US (Chicago)  
+1 646 558 8656 US (New York)  
+1 253 215 8782 US (Tacoma)  
+1 346 248 7799 US (Houston)  
+1 669 900 9128 US (San Jose)  
Meeting ID: 979 1629 8648  
Find your local number: https://cofc.zoom.us/u/aCsPkJ4UV

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

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.

**LAPTOP REQUIREMENT** As of the start of fall semester 2020, the College implemented a laptop requirement policy for all students, which means that all students must have regular access to a laptop. The laptop to meet the minimum requirements to run the basic software requirements:

- Microsoft Windows 10 or Mac OS x 10.15 or higher
- Must have a web camera and microphone (newer models have them built-in).
- **Google Chromebooks may not work for connecting remotely** and may not be sufficient in many academic programs, therefore are not recommended.

Need a laptop? Students who do not already have a laptop can apply for additional financial aid so that they can purchase one. If a student does not qualify for additional financial aid but cannot afford to purchase a laptop the student can request to borrow a laptop (please see the Technology Loan web page for more information).

**REQUIRED TEXTBOOK:** International Marketing Cateora, Phillip, Gilly, Mary and John L Graham, J. International Marketing, 17th edition (Chicago: Irwin Publishing). **YOU DO NOT NEED TO PURCHASE CONNECT**

**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. The material is testable.

Increase Light on Chinese Companies

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/Place
*Logistics and Distribution*
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 9 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 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 August 7-December 4th. Students are expected to complete the entire course by December 4th. 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
<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade and Globalization Assignment</td>
<td>75</td>
</tr>
<tr>
<td>Global Brand Database Assignment</td>
<td>50</td>
</tr>
<tr>
<td>Counterfeit Discussion and survey</td>
<td>75</td>
</tr>
<tr>
<td>INCOTerms assignment</td>
<td>50</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>125</td>
</tr>
<tr>
<td>PPT Lecture Quizzes</td>
<td>125</td>
</tr>
<tr>
<td>2 multiple choice tests @ 250 pts each</td>
<td>500</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1000 pts</td>
</tr>
</tbody>
</table>

GRADES:
- A ..........93-100%
- A-.........90-92
- B+..........87-89%
- B..........84-86%
- B-.........80-83
- C+..........77-79%
- C..........74-76%
- C-.........70-73
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.

<table>
<thead>
<tr>
<th>Chapter Quiz dates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1</td>
<td>Sept 4</td>
</tr>
<tr>
<td>Quiz 2 and 3</td>
<td>Sept 11</td>
</tr>
<tr>
<td>Quiz 4</td>
<td>Sept 18</td>
</tr>
<tr>
<td>Quiz 5</td>
<td>Sept 25</td>
</tr>
<tr>
<td>Quiz 6 and 7</td>
<td>Oct 02</td>
</tr>
<tr>
<td>Quiz 8 and 9</td>
<td>Oct 09</td>
</tr>
<tr>
<td>Quiz 10</td>
<td>Oct 16</td>
</tr>
<tr>
<td>Quiz 11 and 12</td>
<td>Oct 30</td>
</tr>
<tr>
<td>Quiz 13 and 14</td>
<td>Nov 06</td>
</tr>
<tr>
<td>Quiz 15</td>
<td>Nov 13</td>
</tr>
<tr>
<td>Quiz 16</td>
<td>Nov 20</td>
</tr>
<tr>
<td>Quiz 18</td>
<td>Nov 27</td>
</tr>
</tbody>
</table>

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.

NOTE: You will need to DOWNLOAD the PPT presentation. At the top of the screen, there will be a Security Warning. Click on Enable Content to view videos (see below).

PPT Videos and Accompanying Quizzes
Globalization of Markets Discussion Sept 1
Challenges of Geography Sept 14
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 TBA**
**EXAM 2 Chapters 11-19 by midnight EST Dec 8th**

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 November 24 (summary of discussion due in DropBox December 8).

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 August 27**

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 TBA.** 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). **Due TBA**

INCOTerms assignment. To be announced (TBA).