MKTG 326  
International Marketing (Zoom)  
Spring 2021

INSTRUCTOR: Dr. Rene Dentiste Mueller  
OFFICE: Beatty Center, Room 331  
CONTACT: muellerr@cofc.edu  
OFFICE HOURS: T TH 7:30-8:00, 9:15-11:15 and by appointment

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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CORRESPONDENCE BETWEEN DR MUELLER AND STUDENTS
I will be available on Tuesday and Thursday both before and after the 8 am class; I am also available at other times by appointment. My schedule is fairly flexible (Monday-Friday until 5 pm) so do not hesitate to contact me if you need assistance. If you need to meet, please use email with MKTG 326-01 in the subject heading.

Please check your check email accounts Mondays, Wednesday and Friday by midnight Eastern Standard Time for any course updates.

In the case where a student has a question of a personal nature, students should contact me via email with the subject line MKTG 326-01 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 January 12-April 20th. Attendance is mandatory. If a student misses a class, the student must take a PPT video quiz on the lecture missed. This quiz grade will be calculated as part of the QUIZ grade. A student is allowed to miss 3 lectures without penalty. In the event that a student needs to miss more than 3 classes, the students should be able to provide documentation as to why the absence should be excused.

Students are expected to complete the entire course by April 30th.

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 (January 14) 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, some 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 must 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.

**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**
*Five Incoterms Commonly Used in Export Transportation*
*The Pros of Counter Trade*
*Foreign Trade Zones*

**Reducing Price Escalation**
*How Mercedes Benz Dodges the Chicken Tax*

**When Companies Use Different Price Strategies**
*Gray Markets*

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.
Students can complete the chapter quizzes and assignments early, however, the Counterfeit Discussion requires the full participation of the class so early completion of these is not possible. **The Discussion Board closes on March 29 and the Tabulation and Analysis is due April 3.**

The exam dates will be noted on the calendar.

<table>
<thead>
<tr>
<th>Assessment Item</th>
<th>Due Date</th>
<th>points</th>
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</thead>
<tbody>
<tr>
<td>Syllabus Quiz</td>
<td>12-Jan</td>
<td>0</td>
</tr>
<tr>
<td>Trade and Globalization Assignment</td>
<td>19-Jan</td>
<td>100</td>
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<tr>
<td>China Plus One Assignment</td>
<td>26-Mar</td>
<td>75</td>
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<tr>
<td>Counterfeit Discussion</td>
<td>29-Mar</td>
<td>10</td>
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<tr>
<td>Counterfeit Analysis</td>
<td>2-Apr</td>
<td>65</td>
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<tr>
<td>Global Brand Database Assignment</td>
<td>9-Apr</td>
<td>50</td>
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<tr>
<td>INCOterms assignment</td>
<td>23-Apr</td>
<td>50</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td></td>
<td>150</td>
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<tr>
<td>2 multiple choice tests @ 250 pts each</td>
<td></td>
<td>500</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>1000</strong></td>
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**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
D+............67-70
D............64-66%
D............60-63
F...........less than 60%

**QUIZZES**

**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. Please note that the individual quiz grades do not count for much, however, collectively the quizzes make up 15% of the grade. Try not to miss quizzes but don’t despair if you miss one or two. Quizzes can be completed early. **NOTE: THERE WILL BE NO QUIZ ON CHAPTER 17.**

If a student misses a lecture, the student must make up the lecture by taking a PPT video quiz. This requires the students to review the textbook chapter, PPTs, and videos embedded in the PPT video lectures. It is strongly encouraged to take notes on the videos as the questions are quite detailed.

**QUIZ DATES**

**Syllabus Quiz** ~ Jan 12
SYLLABUS QUIZ Students are required to take a syllabus quiz. This quiz is untimed but is part of the quiz grade. The quiz should be completed by midnight January 12th.

READINGS QUIZ This course begins with reading two seminal international marketing articles: the Globalization of Markets and Distance Still Matters. Understanding the theses present by these two Harvard professors is fundamental to understanding the course. Throughout the course, we will refer to the theories presented in these articles. It is important that you understand the articles. You should read the articles and then answer questions in the Reading Quiz Globalization of Markets and Distance Still Matters. While the quiz is part of the quiz grade, this quiz is untimed and is only meant to ensure that you read and understand the arguments. The READINGS QUIZ should be completed by mid-night January 15th.

LECTURES I have adapted the publishers’ Powerpoint (PPT) slides to include a number of short videos. We will go over these in class. Most of the videos are 4 minutes or less. The videos do a good job of providing supplementary material on topics of particular importance to International Marketing. A list of videos and Youtube links (in OAKS Content section) so that you can review the videos for the exam. The video material is testable and makes up about a third of the exam questions.

PPT Videos
Globalization of Markets Update
Barriers to Globalization and Trade
Population Trends
Challenges of Geography and Infrastructure
Consumer Attitudes Towards Foreign Products
Political Risk
Legal Systems
Intellectual Property Rights
Economic Growth and Emerging Markets
Trade Agreements
Asian Markets
Products and Standards
Brands and logos
Counterfeits
Distribution Trends
Gray Markets
Pricing

Integrated Marketing Communications
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 during class time on the exam date. **No make-up exams will be given.** 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 1-8 March 11 8 am EST**
**EXAM 2 Chapters 9-19 (omit Chapter 17) at 10:30 am on April 27.**

ASSIGNMENTS
Assignment One. **Trade and Globalization 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 Professor Levitt’s ideas are defensible. To assist you, 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 January 19.**

Assignment Two **CHINA PLUS ONE** - Students are required to look up information on the cost of labor and political risk in 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). I have provided details and links in OAKS. **The assignment is due in DROPBOX on March 26.**

Assignment Three **COUNTERFEIT DISCUSSION AND ANALYSIS**
This is a two part assignment. This assignment has students examining counterfeit purchases in closer detail. It also gives students the opportunity to analyze the type of data market researchers typically encounter. The outline and requirements for the discussions are listed in the CONTENT area on OAKS.

- **Part One. Discussion Board.** Dr Mueller has provided a brief discussion guideline (questionnaire) about counterfeits. All students are required to post their answers on the DISCUSSION BOARD by March 29.

- **Part Two.** After the DISCUSSION closes, students should submit their summaries into DROPBOX by April 2. Summaries should include both
  
  A) table (spreadsheet) and

  b) graphs and charts

Assignment Three **GLOBAL BRAND DATABASE SEARCH.**
1) Students are required to list **three local** brands (from his/her hometown) and search for their registration using the WIPO Global Brand Database **(http://www.wipo.int/branddb/en/).**

2) 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**).

3) Finally, the student will note whether other firms have registered similar names or marks and, if so, give the holder and origin (and image if there is one). A summary should be submitted via DROPBOX by April 16.
NOTE: I will follow-up by checking the WIPO database. Please also let me know your hometown.

Assignment Four. **INCO Terms** are international terms are globally recognized shipping terms. A spreadsheet including the INCO terms for shipments from Canada, Brazil, and the Germany are provided to students and the students are required to answer a few questions regarding the terms. The questions and possible answers are given beforehand. *Students should transfer answers to the INCO Terms Assignment Quiz.* Assignment details are provided in OAKS. The quiz must be completed by April 16.