



BMKT/BINT 3361 International Marketing

Instructor: Mary E. Briseño

Course Description

International Marketing is designed as an upper-level course to acquaint students with the magnitude of the global marketplace. The focus is on the strategic concepts of global marketing and the influence of environmental forces on marketing activities and global market potential. The course will also explore the impact of the digital revolution on global marketing. **Prerequisites: BINT 3331 and BMKT 3331**

Course Objectives

This course is centered on the development of practical marketing skills applicable to conducting international business. Students will be introduced to tools that will prepare them to apply marketing principles to the global marketplace.

Students should also develop an appreciation of different cultures and their influence on successful international business practices. Students should understand the interconnectivity of U.S. economy and the global economy.

Class Schedule and Sequence of Instruction

Tentative class schedule

Date	Topic	Reading	Class Activity
January			
	Course Introduction	Chapter 1	
	MLK Holiday – No class		
	The Global Economic Environment	Chapter 2	
	Regional Market Characteristics	Chapter 3	
	Social & Cultural Environments	Chapter 4	
	The Political, Legal, and Regulatory Environments of Global Marketing	Chapter 5	
February			
	Exam 1 - Review	Chapters 1-5	Review
	Exam 1	Chapters 1-5	Exam
	Project Handouts & Explanations		
	Global Information Systems & Market Research	Chapter 6	
	Segmentation, Targeting, and Positioning	Chapter 7	
	Importing, Exporting, and Sourcing	Chapter 8	
	Global Market Entry Strategies	Chapter 9	
	Project Consultations		
	Exam 2 - Take home distributed	Chapters 6-9	

March			
	Project Work Day - No Class		
	Exam 2 Due - Intro/Global Mkt. Mix		
	Product & Brand Decisions	Chapter 10	
	Part I - Project Presentations		Presentations
	Pricing Decisions	Chapter 11	
	Global Marketing Channels & Physical Distribution	Chapter 12	
April			
	Digital Revolution	Chapter 15	
	Strategic Elements of Competitive Advantage	Chapter 16	
	Part II - Project Presentations		Presentations
	Exam 3 Review/Projects		
	Exam 3	Chapters 10-16	
	Project Work Day - No Class		
	Begin Project Presentations		Project Presentations
May			
	Final Exams		Final Project Presentations

Required Textbooks and Materials

Global Marketing, by Keegan & Green, 6th Edition, published by Pearson Prentice Hall



Grading

A - Achievement that is outstanding relative to the level necessary to meet course requirements.

B - Achievement that is significantly above the level necessary to meet course requirements.

C - Achievement that meets the course requirements in every respect.

D - Achievement that is worthy of credit even though it fails to meet fully the course requirements.

P - Achievement that is satisfactory, which is equivalent to a C- or better (achievement required for a P is at the discretion of the instructor but may be no lower than equivalent to a C-.)

NP - Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I (see also I).

I (Incomplete) - Assigned at the discretion of the instructor when, due to extraordinary circumstances, e.g., hospitalization, a student is prevented from completing the work of the course on time. Requires a written agreement between instructor and student.

Grading Scale (Based on points)

95 – 100 A	77 – 79 C+	59 – Lower	F
90 – 94 A-	74 – 76 C		
87 – 89 B+	70 – 73 C-		
84 – 86 B	67 – 69 D+		
80 – 83 B-	60 – 66 D		

Exams

There will be 3 exams during the semester.

The project is a group project. A detailed handout describing the project will be distributed in class.

Exams (100 points each)	300
Class Participation	50
Presentation	50
Report	100
TOTAL POINTS	500



Other Regulations and Policies

Attendance and Participation

Attendance and active classroom participation are required of each student. Tests will cover for all course material provided through lectures and presentations, readings, discussions, cases, and videos during class. **Absences and/or a lack of participation in discussions will impact negatively on the final grade.** Each student is responsible for all material covered and/or assigned and any announcements made in any class session, whether student is present or not. Group activities require all students to participate and contribute to group discussions and projects.

Students are expected to come to class on time and to have read assigned material before class. There may be an occasional pop quiz to verify whether students have read the assignments before class.

All work must be turned in on time. Late work may be accepted but points will be taken off if work is not turned in to instructor when it is due. At all times, in class and group discussions, students are expected to respect contributions, questions, and opinions of other people. Demeaning others in any way is not acceptable.

Scholastic Dishonesty

You are expected to do your own academic work and cite sources as necessary. Failing to do so is scholastic dishonesty. Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a university academic record; or fabricating or falsifying data, research procedures, or data analysis.

If it is determined that a student has cheated, he or she may be given an "NP" for the course, and may face additional sanctions from the Study Center.