

Business Distance Learning Course

Spears School of Business
Oklahoma State University

MKTG 4553-503
Spring 2016

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Distance Learning Support: Spears School of Business Distance Learning Office, 108 Gundersen, spearsdistance@okstate.edu or call (405) 744-4048.

Technical Assistance for Video Lectures:

http://ra.okstate.edu/stw_ssb/cepd/VideoHelp

Course Site: Desire2Learn (Online Classroom): <http://oc.okstate.edu>

Prerequisite: I will assume a working knowledge of some basic marketing concepts (e.g., 4P's, market segmentation, product positioning) The student should have completed at least one introductory course in marketing **or** should be willing to educate themselves about some basic concepts in marketing strategy by reading a good introductory text (For instance, "Principles of Marketing" by Phillip Kotler and Gary Armstrong) on the topic.

Course Description: This course will focus on: understanding the global marketing environment, analyzing global market opportunities, developing global marketing strategies, and managing the global marketing effort.

Course Objectives: It is a fact that every business is international in that its performance is impacted by events that occur in the global marketplace. For instance, markets for most raw materials are international, customers for most products reside around the globe, and competition for most industries comes from foreign countries. Therefore, to survive and prosper in this new business environment, business executives need a good understanding of international business/marketing practices. Consistent with this need, the objectives of this course are as follows:

Course Objective	Program Learning Goal
Provide students with an overview of the field of international marketing	<ul style="list-style-type: none"> Business Knowledge and Competency

Provide students with an understanding key concepts and issues critical to understanding the current state of the field of international marketing	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking
To be able to critically analyze key issues relating to international marketing	<ul style="list-style-type: none"> • Critical Thinking
To understand the environment (cultural, economic, political, legal etc.) within which international marketing is conducted.	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking
To understand how regional economic integration agreements are affecting international marketing and the future of such agreements	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking
To understand the role supranational agencies (e.g., The WTO, IMF, The World Bank etc.) play in facilitating international marketing	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking
To understand strategy development and opportunity assessment for international marketing	<ul style="list-style-type: none"> • Theory application • Critical Thinking
To be aware of the ethical ramifications related to conducting international marketing.	<ul style="list-style-type: none"> • Ethical Decision Making
The ultimate goal of this class is to prepare students for being effective international marketing managers in the rapidly globalizing world.	<ul style="list-style-type: none"> • Business Knowledge and Competency • Critical Thinking • Theory Application

Texts and Supplementary Materials

Required Text:

Global Marketing, 4th edition

Authors: Kate Gillespie and H. David Hennessey

Publisher: South-Western, Cengage Learning

ISBN-10: 1439039437 | ISBN-13: 9781439039434

Additional readings will be posted on the D2L site.

Course Evaluation Process: There will be three exams. All exams will be multiple-choice in nature and **none of the exams are comprehensive**. However, please note that the nature of the subject matter is such that if you do not understand the material discussed early in the course, you will likely not grasp the later material.

The scores on the three exams will make up the overall course grade. The exams will be weighted as follows:

Of the three exams, the one on which the student scores the highest will be weighted 55%

The second highest score will be weighted 35%

The lowest score will be weighted 10%

Grading:

The grades will be computed as follows:

90-100 = A

80-89 = B

70-79 = C

60-69 = D

< 60 = F

Note: I generally do not curve the grades; this means that an 89% is a “B” grade, a 79% is a “C” grade and a 69% is a “D” grade. I do however reserve the right to lower the requirements as warranted (i.e., curve the grades)

Exam Procedures:

The dates and times of the exam will be announced on the Desire2Learn (D2L) class website. These exams will be on-campus in Stillwater. If you cannot be present on the designated on-campus classroom at the date and time announced, you have the option to go to a testing center in your area and arrange a different time. **If you cannot make it to the on-campus classroom, you will have a 24 hour time window around the Stillwater campus exam time to take the exam (See details in the “Course Schedule” section of this syllabus).** The OSU-Stillwater campus has a testing facility at the Wes Watkins Center, and charges your bursar account \$12 each exam. Their phone number is (405) 744-6390, and you must call to make an appointment. The OSU-Tulsa campus also has a testing center; and (918) 594-8232 is the phone number. If you do not reside in Tulsa or Stillwater, you will need to find a testing center in your area. Once you have decided on a testing center to go to, you must complete a Proctor Agreement form and fax or email it to the Spears School of Business Distance Learning office at (405) 744-1891 or spearsdistance@okstate.edu. For more information about the testing and proctoring procedure, visit <http://spears.okstate.edu/distance/guide/policies> or call the office at (405) 744-4048. There is a list of testing centers in Oklahoma at this website.

How to Arrange for Your Exam to Be Proctored

If you are an on-campus student taking an online course at an OSU testing center (Stillwater/ Tulsa/ OSU-OKC), complete only the [Student Information Form](#). If you are a distance learning student taking all courses this semester (or entire program) online at any other testing center, complete both the Student Information Form and [Proctor Agreement Form](#).

Students who plan to take exams at an OSU campus testing center (Stillwater/Tulsa/OSU-OKC):

If you reside in the Tulsa area, OSU-Tulsa Testing Center in 103 North Hall is available to you by appointment only [\(918\) 594-8232](tel:9185948232). Call that office to make your appointment a couple days prior to your exam date. There is \$12 testing fee, cash, check or can be billed to your bursar account. Students who reside in the Stillwater area, the OSU Wes Watkins Center Testing Center, [\(405\) 744-6390](tel:4057446390) and OSU University Assessment & Testing Office, [\(405\) 744-6687](tel:4057446687) are available to you by appointment only. Both sites charge a testing fee (\$12-\$15), and is billed to your bursar account, and you are to call to make an appointment a couple days prior to your exam date.

Important item regarding the exams

1. This is an online course; therefore, students do NOT have flexibility in taking the exam. **Early or late exams will be given at the discretion of the professor and in VERY rare circumstances.** The reasons considered legitimate for taking a late exam are:
 - An incapacitating illness (in order to take a late exam **the student will be required to provide documents from a physician verifying the illness and the dates when the students was incapacitated**)
2. **80-90% of each exam will be directly related to the class lectures, therefore, it is highly recommended that you view all the lectures and take notes.** The Power point slides used in the lectures will be available to you, however, these slides do not contain all the information you need to pass the exams. **You will need to read the text book and the prescribed readings carefully.**
3. Exam questions will generally be of two types: (1) those measuring your knowledge of the vocabulary of international marketing (i.e., definitions of key concepts), and (2) those that will test your ability to apply these concepts (this will be achieved by asking scenario based questions rather than direct definitions). A few examples of each kind of question will be posted on the D2L website. Also, if you need further clarification concerning the nature of the questions and/or guidance for preparing for the exam then please feel free to contact me during my office hours or set up an appointment.
4. If you plan to take the exam on the Stillwater campus then please remember to bring along the green Scranton sheets [the narrow (4.5"x 11") ones]. If you take the exam at some location other than the Stillwater campus then you can answer the multiple choice questions by directly circling your response on the exam question sheet with a pencil or pen.

5. In addition to the text, you are required to read the prescribed articles (posted on D2L). I will discuss these articles in my lectures. There will be exam questions based on these articles.

Academic Integrity Policy: A new academic integrity policy was implemented Fall 2006. Please become familiar with its provisions. The new policy can be accessed at the following URL: <http://osu.okstate.edu/acadaffr/aa/PDF%20Files/aipp.pdf>

Following is OSU's position regarding academic integrity:

Oklahoma State University is committed to maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration on homework or assignments, plagiarism, multiple submissions of the same assignment, cheating on examinations, fabricating information, helping another person cheat, having unauthorized advance access to examinations, altering or destroying work of others, fraudulently altering academic records) will result in your being sanctioned. Violations may be subject to disciplinary action including the following: receiving a failing grade on an assignment, examination or course receiving a notation of violation of academic integrity on your transcript, and being suspended from the University. You have the right to appeal the charge. Contact the office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://osu.okstate.edu/acadaffr/aa/academicintegrity.htm>

Accessibility: If any member of this class has a disability and needs special accommodations, I will work with you, to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please contact me as soon as possible to discuss the accommodations necessary to facilitate your education. For more information about OSU Student Disability Services, please go to <http://www.okstate.edu/ucs/stdis/>

Course schedule

Chapter 1

Chapter 2
Chapter 3
Chapter 4
Chapter 5
Reading: The Global Baby Bust

Exam 1: Date (for on-campus exam): January 27th, 2016

Time: 5:00-6:15 pm

Place: To Be Announced

(Note: If a student is not taking the exam on the Stillwater campus at the regularly scheduled time then he/she may take the exam anytime starting **Jan 26th and no later than Jan 28th**). However, as specified earlier in the syllabus, it is the students' responsibility to arrange to have their exam proctored in conjunction with the Distance Learning office; for details on how to do this please see the "Exam Procedures" section in this syllabus. All exams must be received back from proctors **NO LATER THAN 4:30 PM of January 28th**. So, please plan accordingly.

Chapter 6
Chapter 7
Chapter 8
Chapter 9
Chapter 10
Reading: The Outsourcing Bogeyman

Exam 2: Date: February 10th, 2016

Time: 5:00-6:15 pm

Place: To Be Announced

(Note: If a student is not taking the exam on the Stillwater campus at the regularly scheduled time then he/she may take the exam anytime starting **February 9th and no later than February 11th**). All exams must be received back from proctors **NO LATER THAN 4:30 PM of February 11th**. So, please plan accordingly.

Chapter 11
Chapter 12
Chapter 13
Chapter 14

Final Exam: Date: March 2nd, 2016

Time: 5:00-6:15 pm

Place: To Be Announced

(Note: If a student is not taking the exam on the Stillwater campus at the regularly scheduled time then he/she may take the exam anytime starting **March 1st and no later than March 3rd**). All final exams must be received back from proctors **NO LATER THAN 4:30 PM of March 3rd**. So, please plan accordingly.