

Business Distance Learning Course

Spears School of Business
Oklahoma State University

MKTG 5553-503
Spring 2016

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Technical and enrollment support: Spears School of Business Distance Learning Office, 108 Gundersen, spearsdistance@okstate.edu or call (866)-678-3933 or (405) 744-4048.

Distance Learning Support: Twitter: @CEPDSupport
Email: spearsdistance@okstate.edu

Technical Assistance for Video Lectures:
http://ra.okstate.edu/stw_ssb/cepd/VideoHelp

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

Prerequisites: I will assume a working knowledge of some basic marketing concepts (e.g., 4P's, market segmentation, product positioning). If the student has not had an introductory course in marketing, he/she should be willing to educate himself/herself 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 Conduct

The course will consist of lectures and class discussions centered on cases, and articles.

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 objective of this course is to:

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 apply key concepts learnt in class to marketing problems via case discussions	<ul style="list-style-type: none"> • Theory application • Critical Thinking • Written communication • Persuasive communication • Group interaction
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 (3rd ed.) by Kate Gillespie and H. David Hennessey (2011). South-Western, Cengage Learning.

Coursepack: An **online Coursepack** for the class will be available from Harvard Business School Publishing website. You can purchase the coursepack from the following URL:

Coursepack link: <https://cb.hbsp.harvard.edu/cbmp/access/43277661>

Additional Readings: I will provide you additional readings that will be posted on the D2L site.

Course Evaluation Process:

Exams: There will be a mid-term and a final exam. Each exam will consist of **essay type questions (weighted 50%)** and **multiple choice questions (weighted 50%)**. The final exam is **not** comprehensive and will cover material discussed after the mid-term. The time allotted for each exam will be **three hours**.

Class Participation: Throughout the semester I will post some questions for class discussion on the D2L discussion board. I expect each of you to respond to these questions by posting your comments and by joining ongoing discussions by responding to others' comments. Please note that I will expect you to actively participate in these discussions **throughout** the semester. Additionally, the **quality** of your comments is as important as the **quantity**.

I will judge your class participation on the following criteria:

1. Were you able to apply the theories learned from the lectures, text, and readings to the problem situations posed in the questions?
2. Did your comments add to the on-going class discussion by building on the comments made by others?
3. Were you able to critically analyze the problems posed in the assigned readings?
4. Were your comments clear and concise?
5. Were your comments insightful or were they simply descriptive in nature?

Grading

The grades will be computed as follows:

- | | |
|------------------------|-----|
| 1. Class Participation | 10% |
| 2. Mid-term Exam | 45% |
| 3. Final Exam | 45% |

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. **PLEASE NOTE that, although the Distance Learning Office offers the online proctoring service “ProctorU”, this service is not available as a testing option in this course because the required exams are paper-based.**

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 exam will NOT be given. 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**)
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. 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. Additionally, if you plan to take the exam on the Stillwater campus then each of you will also be required to bring a "blue book" to answer essay-type questions.
5. In addition to the text, you are required to read the prescribed articles from the online case packet and those posted on D2L site. I will discuss these articles in my lectures. There will be several exam questions based on these articles so you must read them very carefully.

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
The Global Baby Bust (posted on D2L)
Chapter 2
The Outsourcing Boogeyman (posted on D2L)
Chapter 3
Chapter 4

Chapter 5

Fortune at the Bottom of the Pyramid (posted on D2L)

Chapter 6

How Global Companies Win Out (from online case packet)

How Local Companies Keep Multinationals at Bay (from online case packet)

Chapter 7

Exam 1

Date: Feb 3rd, 2016

Time: 5:00-8:00 pm

Place: TBA (To be announced)

Note: Students not taking the exam at the venue and time designated above may take the exam anytime between Feb 2nd and Feb 4th, 2016. However, as earlier specified 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.

Chapter 8

Chapter 9

Taking Wal-Mart Global (posted on D2L)

Going Global: Lessons from Late Movers (from online case packet)

Chapter 10

Chapter 11

Chapter 12

Chapter 13

Chapter 14

The End of Corporate Imperialism (from online case packet)

How GE Is Disrupting Itself (from online case packet)

Final Exam: Date: March 2nd, 2016

Time: 5:00-8:00 pm

Place: TBA

Note: Students not taking the exam at the venue and time designated above may take the exam anytime between March 1st and March 3rd, 2016. However, as earlier specified 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.