

**Spears School of Business
Oklahoma State University**

**MKTG 5553
International Marketing Strategy
Spring 2018**

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How to contact me:

- You may e-mail me at the e-mail address shown above.
 - When e-mailing me, please state the class number (MKTG 5553) in the subject line

Course Site: (Brightspace by D2L): <http://online.okstate.edu> or <http://my.okstate.edu> (choose Online Classroom after logging in)

Online Learning Support: spearsonline@okstate.edu , Phone: 405-744-4048

Facebook: Follow Spears School Online Learning on Facebook! <https://www.facebook.com/SpearsOnline/>

Basic Requirements to Complete this Online Class per University Policy:

- **Computer Requirements**
 - A broadband internet connection
 - Windows 7 or Mac OS Mavericks or newer operating system are preferred
 - [Google Chrome](#) or [Mozilla Firefox](#) web browser (click on links to download)
Note: lecture videos are not compatible with Internet Explorer or Edge.
 - [VLC Viewer](#) video player (click on link to download)

Course 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 online class discussions centered on timely international marketing topics.

Course Objectives: The ultimate objective of this class is to prepare students for being effective international marketing managers in the rapidly globalizing world by:

Providing students with an overview of the field of international marketing

Providing students with an understanding key concepts and issues critical to understanding the current state of the field of international marketing

Providing students with the ability to critically analyze key issues relating to international marketing.

Providing students with an understanding of the environment (cultural, economic, political, legal etc.) within which international marketing is conducted.

Providing students with an understanding of how **regional economic integration agreements** are affecting international marketing and the future of such agreements

Providing students with an understanding of the **role supranational agencies** (e.g., The WTO, IMF, The World Bank etc.) play in facilitating international marketing.

Providing students with an understanding of **strategy development and opportunity assessment** for international marketing

Providing students with the ability to apply the concepts learnt in class to international marketing problems via **online discussions and written essays**

Providing students with an awareness of the **ethical ramifications** related to conducting international marketing.

Texts and Supplementary Materials

Required Text: *Global Marketing* (4th edition) by Kate Gillespie and H. David Hennessey (2015) Publisher: Routledge

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:

HBS Coursepack: <http://cb.hbsp.harvard.edu/cbmp/access/72257665>

Additional Readings: I may provide you additional readings that deal with applications of the concepts learnt in class to real world will be posted on the Brightspace site.

Performance Evaluation: The performance in the class will be evaluated based on three forms of assignments: two take-home essay exams, two proctored multiple choice exams, and online class participation. The details are as follows:

- **Two take-home essay-type exams** (combined overall weight of 45% of the overall course grade). The take-home essay questions will be posted on Brightspace and will be due in the Dropbox. **Students will have 5 days to complete each take-home exam.** The posting dates and due dates of the essay exams are listed in the “course schedule” section.
- **Two proctored multiple-choice exams** (combined overall weight of 45% of the overall course grade). Students will have a 24-hour window around the exam date scheduled for the on-campus exam in Stillwater. Note: While students do have the option of taking the exam on the Stillwater campus, they are not required to do so. Students can arrange with the Online Learning Office to have the exam proctored at a venue of their choice. The time allotted for each of the two proctored multiple-choice exams will be 2 hours.
- **Class Participation (weighted 10% of the overall course grade):** Throughout the semester I will post some questions for class discussion on the Brightspace 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:

- Were you able to apply the theories learned from the lectures, text, and readings to the problem situations posed in the questions?
- Did your comments add to the on-going class discussion by building on the comments made by others?
- Were you able to critically analyze the problems posed by the professor?
- Were your comments clear and concise?
- 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%

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 for Multiple Choice Exams:

The dates and times of the exam will be announced on the Brightspace 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.

The exams can be taken at a testing center, or with the professor on the OSU Stillwater campus, if you are available to come to campus. There is a designated date, location, and time for the exam on the OSU campus. For students going to a testing center, there is a 72 hour testing window (24 hours before the OSU campus location test date; and 24 hours after the OSU campus location test date).

How to Arrange for Your Exam to Be Proctored

Within the first week of class, go to the Spears School of Business Online Learning website to choose a proctor at: spearsonline.okstate.edu, and click on “Select Proctor” at the top right of the page. Follow the instructions to identify your proctor site. If you are planning on taking the exam with the instructor of the course, please select the instructor as your proctor. Up to one week before each exam start date, make your appointment directly with your testing center to take each exam. The exam and/or exam instructions will be sent to your proctor site 3 days prior to the exam start date. Contact the Spears School Online Learning office at spearsonline@okstate.edu, or call (405) 744-4048 if you have any questions regarding the proctoring process. You may also visit <http://spears.okstate.edu/online/guide>.

Please note: *The format of the exams in this course are paper-based and must be taken at an approved testing center. There is a lack of certified testing centers outside of the United States. Per Spears School of Business Online Learning Office policy, paper based exams cannot be administered to a student in an international location. Therefore, if you know you are traveling internationally during the exam periods, you will be unable to take the exams abroad, and successfully complete the requirements for this course. You should drop this course and re-enroll in this course during a time you are within the U.S. and can take the exams at a certified testing center. As the exams in this course are paper based, ProctorU cannot be used.*

Important items 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 Sranton** 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 from the online case packet and those posted on the Brightspace 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:

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, <https://academicintegrity.okstate.edu/> Appeal Policy

link: <https://stw.sp.okstate.edu/policies/Shared%20Documents/Appeal%20of%20Final%20Grade%20not%20Involving%20Alleged%20Violations%20of%20Academic%20Integrity.pdf>

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/>

University Drop Policy:

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, <http://my.okstate.edu>

Course schedule

Chapter 1
The Global Baby Bust (posted on Brightspace)
Chapter 2
The Outsourcing Boogeyman (posted on Brightspace)
Chapter 3
Chapter 4
Chapter 5
Fortune at the Bottom of the Pyramid (posted on Brightspace)
Chapter 6
How Global Companies Win Out (from online coursepack)
How Local Companies Keep Multinationals at Bay (from online coursepack)
Chapter 7

Mid-term Exam

Mid-term Exam Take-home Essay: The take-home essay question will be posted on Brightspace on **Feb. 01, 2018** and will be due in the Dropbox by 5 pm (US central time) on **Feb. 05, 2018**.

Mid-term Multiple Choice Exam:

Date (for on-campus exam): Feb. 8, 2018

Time: 5:30- 7:30 pm

Place: AGH 009

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 **Feb. 7, 2018 and no later than Feb. 9, 2018**). However, as specified earlier in the syllabus, it is the students' responsibility to arrange to have their exam proctored in conjunction with the Online 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 Brightspace)
Going Global: Lessons from Late Movers (from online coursepack)
Chapter 10
Chapter 11
Chapter 12
Chapter 13
Chapter 14
The End of Corporate Imperialism (from online coursepack)
How GE Is Disrupting Itself (from online coursepack)

Final Exam

Final Take-home Essay Exam: The take-home essay question will be

posted on Brightspace on **Feb. 28, 2018** and will be due in the Dropbox by 5 pm (US central time) on **Mar. 05, 2018**.

Final Multiple Choice Exam:

Date (for on-campus exam): Mar. 8, 2018

Time: 5:30-7:30 pm

Place: AGH 107

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 **Mar. 7, 2018 and no later than Mar. 9, 2018**). However, as specified earlier in the syllabus, it is the students' responsibility to arrange to have their exam proctored in conjunction with the Online 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 Mar. 9, 2018**. So, please schedule to take your exam accordingly.