Course Syllabus

Course Number/Section/Name: MKT 5340-01 (International Marketing)
Professor: Syed Tariq Anwar

Class Days/Times/Location or Other Format: Mon, 6:30 pm-9:10 pm, CC 219
Office Location: cc 21-F
Office Hours: M&W 10:00 am-12:30 pm; W 2:45 pm-4:45 pm; Th 10:00 am-noon
Office Phone: 806-651-2491
Email: sanwar@mail.wtamu.edu
Social Media: Keep up with the latest happenings of your COB on Facebook: www.facebook.com/wtamucob and Twitter, #WTAMUCOB
Other: (Other optional information you wish to share, e.g., cell phone number, homepage, course prerequisites, etc., please remove from syllabus if not in use)

Terms of Use

A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. This Syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.

WTAMU College of Business Mission Statement

The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Learning Objectives of the WTAMU College of Business Programs

The College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the College of Business are as follows:
Course Description

Prerequisite: MKT leveling course
Problems and procedures of marketing in foreign countries, including effects of cultural
dynamics in assessing world markets. Emphasis on comparative differences in markets,
marketing functions, legal, socioeconomic stages of industrial development, and cultural and
political considerations of overseas markets.

Course Objectives

Primary Objective: To introduce students to international and global marketing
activities within the areas of 4Ps.
* To stimulate the development of cultural empathy and interpersonal skills in interacting with other
cultures.
* To learn to work together as a team.
* To recognize and respond to politico-social issues as well as past, present, and future scenarios,
problems and procedures of international marketing activities in foreign markets, including the emphasis
on comparative differences in markets.
* To explain and demonstrate international marketing creativity and innovativeness by using case studies,
the Internet/WWW, e-business, up-to-date literature/data, and current issues.
* Developing global, ethical, and critical thinking through writing assignments, class discussions, and
case presentations.

Course Materials (Text, calculator, etc.)

* *Wall Street Journal* (see WTC/Class/Lessons Section for student subscription rates).

Map from COB Learning Objectives to Specific Course Objectives

Goal 1: Communication: Graduates of the MBA program will be effective communicators.
Implementation: Online seminar discussions and assignments.
Goal 2: Critical Thinking: Graduates of the MBA program will be critical thinkers.
Implementation: Weekly online postings that relate to current issues and international
management practices.
Goal 3: Business Environment: Graduates of the BBA program will be knowledgeable of
ethical, global, and social environmental factors and how they relate to business decisions.

- **Implementation**: Online seminar discussions, one written exam, library research, etc.
- **Goal 4: Functional Business Analyses and Applications**: Graduates of the BBA program will be knowledgeable in the functional areas of business and their integration. Implementation: Textbook material, one exam, and in-class writing assignments that deal with quantitative and qualitative techniques, and Web-based material and research reports.

**Course Grading Policies**

A: 90-100  
B: 80-89  
C: 70-79  
D: 60-69  
F: X-59  

**Course Assignment, Examination, and or Project Policies**

Exam I (50 questions/all MCQs) – 20  
2. Exam II (Same) – 20  
3. Exam III (Same) – 20  
4. Student Assignments:  
   a. Group case presentation and written analysis - 8  
   b. Individual written case study - 6 (Textbook Case)  
   c. Weekly assignments (in-class and online) - 10  
   d. Term paper – 10 (Due: Dec. 1)  
      1. Active Class participation – 6  

*Please Note: No make-up exams will be allowed; late homework will not be accepted; attendance is not ‘participation’.*

**Course Topics - Tentative Calendar of Readings, Topics, and Due Dates**

- Week 1 - An overview of the course contents, objectives, policies & Web sites; case method format/discussion; Ch. 1 (Aug. 25)  
- Week 2 – No classes on Mon/Sept. 1 (Labor Day)  
- Week 3 – Ch. 2,3 (Sept. 8)  
- Week 4 - Ch. 4,5; Group Presentation: Group 1/Case 2, (Sept. 15)  
- Week 5 - Ch. 6,7, Group Presentation: Group 2/Case 4, (Sept. 22)  
- Week 6 – **Exam I (Sept. 29, 6:30 pm)**  
- Week 7 - Ch. 8,9,10 (Oct. 6)  
- Week 8 - Ch. 11&12,13; Group Presentation: Group 3/Case 6 (Oct. 13)  
- Week 9 - Ch. 14,15; Group Presentation: Group 4/Case 12 (Oct. 20)  
- Week 10 - Ch. 16; Group Presentation: Group 5/Case 16 (Oct. 27)  
- Week 11 - **Exam II (Wed/Nov. 3, 6:30 pm); Ch. 17**  
- Week 12 – Ch. 17; Group Presentation: Group 6/Case 18 (Nov. 10)  
- Week 13 – Ch. 18; Group Presentation: Group 7/Case 19 (Nov. 17)  
- Week 14 - Ch. 19 (Nov. 24); Guest Speakers  
- Week 15 – Ch. 20; Review session (Dec. 1); **Term Paper Due: Dec. 1; Last day of classes: Dec.**
3; Dead day: Dec. 4
Week 16 – Final Exam (Wed/Dec. 7, 6:30 pm; Commencement: Dec. 13

Additional Course Policies

- No make-up exams will be allowed.
- Late assignments will not be accepted.

WTAMU COB Student Code of Ethics

Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

Code of Ethics

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
- Do not work with other students on projects or assignments without authorization from the course instructor.
- Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.
- Do not forge the signature of an instructor, advisor, dean, or another student.
- Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
- Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
- Respect the property, personal rights, and learning environment of all members of the academic community.
- Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean’s office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.

COB Student Resources Link

The COB has developed a Student Resources repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements), which can be found on the COB Website: http://www.wtamu.edu/academics/college-business-facilities-and-resources.aspx. Additionally, WTAMU
has developed an Academic Study Skills information site to assist students (e.g., study habits, supplemental instruction, tutoring, writing and math skills), which can be found on the WTAMU Website: http://www.wtamu.edu/student-support/academic-study-skills.aspx. For WTAMU Writing Center information (for students needing writing assistance, guidance, and feedback), please visit: http://www.wtamu.edu/academics/writing-center.aspx.

**COB Communications Component**

Students earning a BBA degree must complete at least one course with a communications component as part of the business core requirements. The COB communications component is a requirement in the following courses: **ACCT 4373** (Accounting Communications), **BUSI 4333** (Cross-Cultural Issues in Business Communications), **BUSI 4350** (Current Issues in Management Communications), **BUSI 4380** (Conflict Resolution and Negotiation), **BUSI 4382** (Emerging Media Law), **CIDM 3320** (Digital Collaboration and Communication), **ECON 4370** (Economics of Health Care), **FIN 3350** (Personal Financial Planning), **FIN 4320** (Investments), **FIN 4321** (Portfolio Theory), **MGT 3335** (Organizational Behavior), **MGT 4380** (Conflict Resolution and Negotiation), and **MKT 3342** (Consumer Behavior).

Students in a communications component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the communications component with respect to student grading policy are at the discretion of the course instructor of record.

**Student Travel Opportunities**

In multiple business courses, there may be opportunities for student travel supplemented by student fees. If you have an interest in such opportunities as they become available, please notify a faculty member.

**Dropping/Repeating the Course**

Should a student decide to drop the course, it is the student’s responsibility to be aware of the final drop dates and adhere to the WTAMU Add/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student. Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

**Scholastic Dishonesty**

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity.
Viewpoints/External Websites Disclaimer

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.

Neither the professor, the COB, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, COB, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University’s Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

Technology Requirements

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer and or to a device with secure broadband Internet connection, data storage and retrieval, and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and Internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTC Class (the Angel Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTC Class. Students must contact WTC Class if they have problems accessing and/or using the WTC Class environment.

Physical or Educational Access - ADA Statement

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Student Disability Services (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; www.wtamu.edu/disability; phone 806-651-2335.

Evacuation Statement
If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assembly area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester. to request additional information, please contact the Vice President for Student Affairs.

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* Syllabus template approved by COB Curriculum Committee May 2014. Annual review of the syllabus is a formal part of the COB continuous improvement process.