

Syllabus for
MKT 361/GINB 570--International Marketing
3 Credit Hours
Fall 2016

I. COURSE DESCRIPTION

Provides analysis of the “Five P’s” of marketing as they relate to the globalization of the economy. Emphasis will be on contemporary periodical articles as well as textual materials. This course will be augmented with case analysis and student projects so as to highlight both the theoretical and the operational aspects of international marketing.

Prerequisites: Principles of Marketing

II. COURSE GOALS

- A. The student will gain a foundation for understanding of international marketing and how it works in society. To demonstrate social interaction ideas will be presented before a group of students. The student will be allowed to do case studies so that he or she is able to experience what they are learning first hand.
- B. In line with the purpose of this University, this course seeks to do the following:
 - 1. Contribute to the education of the whole person.
 - 2. Encourage each student to place faith in Jesus Christ at the center of his or her life.
 - 3. Encourage the synthesis and integration of the common bond of knowledge provided by the university into a unified whole.
 - 4. Sharpen the communication, computation, and critical analysis skills of each student.
 - 5. Develop appreciation for differing cultures.
 - 6. Increase the student’s recognition of god’s order, diversity, and creativity and their consequences in the social and historical sciences.
 - 7. Demonstrate that knowledge and experience are related, not separated.
 - 8. Reveal god’s purpose and glory as evident in this course of study.
 - 9. Assist the student’s development of basic skills, acquiring of basic knowledge and formulation of a world vision.
 - 10. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- C. In line with the purpose of the marketing program, this course is designed to prepare the student for an active role in the general area of international marketing. An objective of this program is to provide more exposure which allows each student to become an effective member of the international business society.
- D. In line with the departmental objectives, this course seeks to prepare the student in the following areas:
 - 1. Critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)
 - 2. Broad comprehensive foundational knowledge for the professional standards of the intended major
 - 3. Broad interpretation of the dynamics of business within the social and professional context
Internalization of Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Terminal Objectives

After participating in class discussions, listening to class lectures, and participating in class projects, the successful student will be able to discuss and analyze international marketing practices with accuracy of 70% or above.

A. Performance Objectives

As a result of successfully completing this course the student will be able to do the following:

1. Discuss the complexity of decision making in a global market as related to logistics, culture, legal/political environment, and financial requirements.
2. Discuss the appropriateness of utilizing either global or differential strategies as related to pricing, promotion, and product development.
3. Demonstrate familiarity with the processes and forms required for the exportation of a product.
4. Effectively develop a promotional campaign for a product being introduced into a new international market.
5. Develop a pricing system for the introduction and maintenance of a brand into an international market.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

Required

Doole, Isobel *International Marketing Strategy*, 6th Ed 2008, Cengage ISBN 978-1408064290

Prahalad *The Fortune at the Bottom of the Pyramid* Wharton School of Business 2009. ISBN 978-0137009275

Thriving in Emerging Markets Harvard Business Review 2011 ISBN 978-1422162637

Trimble *Reverse Innovation* Harvard Business Review 2012 ISBN 978-1422162637

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course. The student with more than one absence will have 10 points deducted for each absence.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:

- a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
- b. Failing to meet group assignment or project requirements while claiming to have done so;
- c. Failing to cite sources used in a paper;
- d. Creating results for experiments, observations, interviews, or projects that were not done;
- e. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding the Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

A. Course Policy and Procedures

1. *(Note: the numbering may change depending on the individual syllabus.)*

2. Attendance Policy

- a. In line with the University policy, attendance is mandatory and is taken at the beginning of class. All students who miss class including those who are administratively excused are expected to obtain class notes and materials and to turn in assignments within a reasonable time period determined by the professor. In business, employees are allowed personal days or sick leave to be absent from the job without penalty. Similarly, students may miss class up to the number of times per week a class meets without penalty (see table below). This allowance is for illness, personal business, and/or emergencies. The professor has the discretion to excuse any absence beyond those described above.
- b. If a student has excessive *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by*:
3	3	4	2%
2	2	3	3%
1	1	2	7%

*Based on a 15 week semester and the number of days per week the class meets.

- c. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and may cause the student to fail the course.
 - d. The professor has the prerogative to assign bonus points (if any) for perfect attendance.
3. Tardies
- a. Tardy is defined as missing *any* portion of class.
 - b. Being consistently tardy to class is disruptive to the class and disrespectful to the professor and to fellow class members. This type of behavior is unacceptable in business. Thus, three unexcused tardies will be equal to one unexcused absence.
 - c. Depending on the amount of the class missed, makeup work may be required or a student may be marked absent for that class.
 - d. To not be counted absent altogether, the student is responsible to inform the professor that he/she was tardy immediately following that class.

B. Course Policies and Procedures

1. Grading Scale
- | | |
|----------------------------|-------------------|
| Quizzes | 100 points |
| Cases | 100 points |
| Midterm Exam | 100 points |
| Final Project | 100 points |
| Final Exam | 100 points |
| <u>Total (approximate)</u> | <u>500 points</u> |
2. Grades are assigned on the basis of total points earned:
- | | | | | |
|-------------------------|---|------------|---|---|
| 450 – 500 points earned | = | 90% - 100% | = | A |
| 400 – 449 points earned | = | 80% - 89% | = | B |
| 350 – 399 points earned | = | 70% - 79% | = | C |
| 300 – 349 points earned | = | 60% - 69% | = | D |
| 0 – 299 points earned | = | 0% - 59% | = | F |
3. Class presentations are due on the date and time scheduled. Failure to meet deadlines will result in an assessed deduction in course grade typically one letter-grade reduction. Any make-up presentations will be allowed at the discretion of the instructor.
4. Contact information:
 Professor's contact details:
 Bruno Teles
 Telephone: (918) 671-0599
 Email: bteles@oru.edu
5. ePortfolio requirement for this class – none

Course Inventory for ORU's Student Learning Outcomes

International Marketing MKT 361/GINB 570 *Fall 2016*

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive				
<i>Proficiencies/Capacities</i>					
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert				
<i>Proficiencies/Capacities</i>					
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives		X		
2D	Aesthetic appreciation				X
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined				
<i>Proficiencies/Capacities</i>					
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	Outcome #4 – Socially Adept				
<i>Proficiencies/Capacities</i>					
4A	Communication skills		X		
4B	Interpersonal skills			X	
4C	Appreciation of cultural & linguistic differences				X
4D	Responsible citizenship			X	
4E	Leadership capacity		X		