

Fall 2015

## **MKT 5546**

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**MARKETING 5546 –GRADUATE INTERNATIONAL MARKETING  
Fall 2015 Online Course**

***STUDENTS ENROLLED IN MKT 4546 (A.K.A. UNDERGRADUATE STUDENTS)***

*Please refer to MKT 4546 syllabus found in Moodle. This syllabus does not apply for you.*

**Instructor:** Dr. Milton Pressley *(You can call me Dr. P – or Dr. Milton; It's easier!)*

**Office:** KH 345

**Office hours:** This is an online course. Please communicate with me via Email and the discussion board/forum (located in Moodle).

**E-mail:** *(If you Email me at my UNO Email address, it may delay the response by up to 5 business days or I may not get it at all.)*

**Phone:** 504.280.6482

**Prerequisites:** MKT 3501 (Principles of Marketing), or equivalent. ***You must have this prerequisite to take this course!!*** *If not, and you feel that you have a legitimate reason to waive this prerequisite, please email me for consideration. If you do not have this prerequisite, you will likely be removed from the course without notice.*

**Required Online Access to Connect & Required Text:** International Marketing by Philip R. Cateora, Mary C. Gilly & John L. Graham, 16<sup>th</sup> edition. **The book in printed format &/or eBook format is required along with Connect (which has no eBook) &/or Connect Plus (which has the eBook) are required.** In other words you need the book in some form and access to Connect (or ConnectPlus). **The ISBN for the Book without Connect: ISBN-13 9780073529974 Again, Access To The Course's Online Platform, Connect, Is Required.** If you already have the text or plan to purchase it separately, you can go online and purchase Connect (which has no eBook) or ConnectPlus (which has the eBook in addition to Connect) separately from the textbook.

Note: If you get ConnectPlus, you can also get a loose-leaf copy of the book shipped to you for about \$40 if you want one. To get Connect or ConnectPlus, copy the following URL into your browser:

<http://connect.mheducation.com/class/m-pressley-intl-mktg---spring-2015---online-section> or purchase ConnectPlus at the UNO bookstore for the same price as online.

**If you are working on a Mac, you may need the Flip4Mac application or the equivalent.** This is for use with the WMV-video-based exercises that are in WMV format. Some Macs won't play these without a converter. Various alternative converter applications, some free, may be found on the Internet by searching. One place to search is CNET.com.

**Course Description:** This course focuses on understanding and managing the significant aspects of international business operations, foreign trade policy and operative problems of international business operations, private and public organizations in foreign trade, and the legal dimensions of foreign trade. It includes coverage of the historical development of the preceding as well as topics that reflect the swift changes of the competitive global market and coverage of technology's impact on the international market arena. It provides a well-rounded perspective of international markets that encompasses history, geography, language, and religion as well as economics. The course helps students to see the cultural

and environmental uniqueness of any nation or region.

**Course Objectives Include Gaining an Appreciation for:**

- The Scope, Challenge, & Dynamic Environment of International Marketing
- The History, Geography, and Cultural Environments of Global Markets
- The Foundations of Culture and Cultural Dynamics in Assessing Global Markets
- International Culture, Management Style, and Business Systems
- Political & Legal Environments: Critical Concerns,
- Developing a Global Vision through Marketing Research
- Economic Development and the Americas, Europe, Africa, and the Middle East, plus the Asia Pacific Region
- Global Marketing Management: Planning and Organization
- Pricing, Products and Services, and Marketing Channels for International Consumers and Businesses
- Negotiating with International Customers, Partners, and Regulators

**Rules of the Course, Syllabus, How to Navigate Connect:** You will have the first week of the course to read and learn the “Read This First” document, the syllabus, and to learn how to navigate/work in Connect. In order to make sure that everyone has learned the “Read this First” document and the Syllabus, an exam will be administered on the date shown in Connect.

**Graduate Student Course Evaluation:**

**After Reading the “Read This First” document and Syllabus and registering for Connect, the very next task is for you to create a Moodle Profile. This must be done no later than 11:59 on August 25.** To create your personal profile in Moodle: under Settings, click on My Profile Settings. Select the Edit Profile tab. Create your profile by uploading a picture (**Full Face: Only-Your Face Should Fill The Frame Without More Than A TINY Bit Of Your Neck And A Tiny Bit Of Space Above And To The Side Of Your Face-use my picture on Connect as a guide**). Also, share your profile (sort of like a story of your life combined with your interests you’re your resume, all in prose) with me. Tell me about yourself: the good, the bad, and the ugly (or not so ugly). **Your profile must be about 4-5 paragraphs long.** You must edit your picture to conform to the above requirements to ensure a proper fit to receive credit. **Failure to properly create your Moodle Profile & Post your Head Shot by August 27 will result in a reduction of ½ of your final course grade level.**

**The grading scale is:**

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

### **Graduate Student Course Evaluation:**

“Read this First” & Syllabus Exam	5%
Chapter Quizzes & Interactive Exercises	38% (1.00 % each)
Mid-Term Exam	15
Final Exam	15%
Research Paper	27%

**If you disagree with an answer on a quiz or interactive exercise:** There are 19 chapters, each with a quiz and an interactive exercise. So, each question on a 20-question quiz is worth roughly 5% of 1% (an infinitesimal portion) of your course grade. So, rather than spending a great deal of time and effort worrying about a given question’s answer, keep in mind that that your time and effort would probably be better spent preparing to improve your performance on the next assignment. But **for learning purposes**, if you disagree with the test answer, even after reviewing the explanation and re-reading the relevant part of the book, post the question, your answer, and why you think the answer the textbook author says is wrong and why you think yours is right on the discussion board/forum.

### **Research Paper**

You will write a graduate level research paper on the topic stated below: 1) reading a minimum of 20 articles or chapters of books *published no earlier than 2008* (to be included in your bibliography and 2) *footnoting (not end-noting) a minimum of 10 of these*. At least 5 of the footnotes must be from academic journals or books published by a university press. (What do I mean by books published by a University Press? I mean books published by a University Press that are academic in nature – books that would not sell in adequate numbers to warrant trade publishers like McGraw-Hill publishing them.) As you may expect, papers meeting the minimums typically receive a minimum graduate level grade. **NOTE:** *Wikipedia is not an acceptable source for a university research paper.*

**Research Paper Topic to be researched and written:** Compare and discuss *current* cultural differences between the USA and China that might effect marketing management (or a marketing manager’s) style or actions: 1) for an American &/or American firm doing business in China, and 2) for a Chinese &/or Chinese firm doing business in the USA.

You may not use material from the textbook in your paper. That’s not acceptable. You may, however, refer to articles or books footnoted by the authors of your textbook. However, realize that all items footnoted should be up-to-date and that they have a 2008-2015 copyright/publication date. This means that source was probably sent to the editors mid to late 2006 or early 2007, often with material at least several years old at the date of submission.

**How Many Pages for the Research Paper?**FDR once said, “If you want me to talk for two hours, I’ll be right over. If you want me to talk for 15 minutes, I’ll need a couple of weeks at least to prepare.” Essentially what he was saying as it relates to this paper is that you can cut, paste and edit 15-20 pages to fit your outline and then write transitions, credit the cut and pasted items, etc. and add another 5 pages of nature’s fertilizer straight from the barn or pasture much faster than you can do all the above and then rewrite and edit the whole

thing, saying the same things, in 5-8 pages. I am typically *underwhelmed*, and grade accordingly, when someone hands in a paper of 15-25 pages which are obviously cut and pasted, with some editing that essentially repeats virtually everything at least twice. ***My highest grades go to those who cover a subject comprehensively, yet succinctly.***

**What Style of Footnotes?** Please use the footnote style taken from the *University of Chicago Manual of Style*. I have posted a brief outline of this on Moodle for your convenience. If this outline does not answer any question you might have, please refer to the entire manual. Failure to properly follow this footnote style will result in a minimum of a 10-point reduction in your grade.

**In Business, As In Life, You Will Be Judged In Large Part By Your Ability To Communicate:** For this paper you will be judged in part by your ability to communicate properly in writing. Grammar, spelling, punctuation, and other factors come into play in this regard. Given the advent of the ability to check most of these items with the tools in Microsoft Word (though it's not perfect), your paper should be perfect – or at least nearly perfect. Accordingly you will be allowed 2 such errors. Each error thereafter will reduce your grade by ½ of a grade – 5 points.

In one past semester, I noted that almost all of the research papers were turned in within an hour of the deadline. Seventy-five percent of these papers reflected the last day/last hour/last minute effort on the part of the student author. **Hint:** Plan to finish your paper a week early. Make sure after your spell and grammar check it, and that you then put it aside for at least 24 hours. Then go back and edit it again. You'll be surprised at what you missed, meant to say, didn't say, etc. Then spell and grammar check it again. Then, hand it to someone whose ability you trust to proofread it. After you get it back from them, make whatever corrections are necessary and then spell and grammar check it again.

**Please use double spacing for your paper.**

**Please note that I use a plagiarism checker:** I do not tolerate plagiarism or academic dishonesty in any form. So please properly footnote (not endnote) where and as appropriate. **If you do not have a thorough understanding of how to properly compose a research paper, including how to properly cite your sources, I STRONGLY suggest that you attend one of the UNO English Department's Writing Center's workshops OR do whatever is necessary to learn these things . . . and thus avoid getting a minimum penalty of a zero on your paper.** Sadly, one student in each of three recent semesters has received a zero for plagiarism/academic dishonesty. This paper is worth more than 1/4<sup>th</sup> of your grade, so please follow the above instructions *carefully*.

**Due Date for Research Paper:** This paper must be turned in via Email to the professor at [docmpressley@gmail.com](mailto:docmpressley@gmail.com) no later than 11:59PM Central Time on Nov. 5, 2015. You may, of course, turn it in earlier.

### Course Design

**Assignments & Due Dates:** Some assignments and due dates are listed in this syllabus. The due dates for the 19 quizzes and 19 interactive exercises are listed on the

home page of connect. The “Read This First” & Syllabus Exam will be 40 True/False questions you will have 40 minutes to complete. The remaining quizzes and mid-term will be mostly, if not entirely, multiple choice. The final may include, or be entirely, essays. All assignments must be completed by the specified times & dates.

**No Make-Ups Of Any Assignments Will Be Given Except Under Highly Extenuating Circumstances (e.g., Hospitalization Or The Equivalent) and Only With Approval Of the Professor.** All assignments other than the midterm and final exam are due by 11:59PM on the date assigned to the right of the assignment on Connect. Three conditions must be met to warrant approval of any make-up: (1) there is an emergency that the student discussed with me via Email (in advance if possible), (2) documentation of the emergency situation is provided, and (3) requests must be submitted to me within one week at the latest after the missed assignment. Otherwise, the student will receive 0 points for that assignment. **IMPORTANT:** Prior to taking your first exam, **review the exam tips and rules** found in the section below titled “**EXAM & QUIZ TIPS AND RULES**” & **take careful note of the requirements noted in the “Read Me First” Document.**

**Two Important Exam Dates Not Listed on Connect’s Home Page or Herein:  
The Midterm And The Final:**

**Midterm exam** (Chs 1-9 on Oct 9) Mostly, if not entirely, multiple choice.

**Final exam** (Chs 10-19 on Dec 7) May be M/C, T/F, and/or partly or entirely essay.

*If for some reason, the administration of online assignments does not interface as expected with Connect or Moodle, you will be required complete the assignments in person, proctored on the UNO Lakefront campus on the corresponding examination dates at times specified by the instructor. Please be aware of this caveat.*

**Your continued enrollment in the course after the first 7 days of classes means that you have read the syllabus, reviewed all policies/rules, due dates and times for all assignments, and agree to abide by them.** If there is something you *strongly* object to, or if you will be unable to meet the deadlines or take and complete the assignments on the assigned dates and times, this may not be the course for you. If, after careful consideration you decide this is the case, please take advantage of the drop option. I’ll be sorry if this is your decision, but I understand that not every course is right for every individual.

**IMPORTANT:** This syllabus is a statement of the professor’s intent based on information available at the time this syllabus was written. It is subject to change and revision, if deemed necessary by the professor. Any changes to the syllabus during the semester will be made in green font & will be made only in the syllabus posted in Connect. It is the responsibility of the student to appraise him/herself of these changes in the Connect version of the syllabus. Accordingly check Connect on a regular basis. Failure to do so will not be accepted as an excuse if you are unaware of changes.

## **EXAM & QUIZ TIPS AND RULES**

The **midterm and final** may be taken on the between 6AM - 10PM (New Orleans time) on the specified dates. Both the midterm and final exam are located on Moodle -- each is

located in a separate "Topic Tab" on the home page of Moodle.

Your exams will be timed. **If all questions are Multiple Choice, you will be allowed 55 minutes to take 50 questions on the mid-term and final exams.** The time will be altered if essay question(s) are added.

The policy for quizzes is slightly different. In addition to reading, outlining, and then studying the chapter, you are encouraged to complete the interactive exercise first to help prepare you for the quiz. You are only allowed one attempt per quiz.

All assignments other than the exams (not the same as Chapter quizzes) can be accessed on the home page of Connect. You may have to scroll down to them. If you can't find an assignment, please contact me by email immediately.

For timed assignments, a timer will on the screen to help you keep track of the minutes. Once you begin the exam or quiz, you must complete it without stopping, within the specified time period. You cannot stop and return to complete it at a later time. Your exam or quiz will shut down once your time is up or when the deadline is reached. It is your responsibility to keep track of your time. If you haven't done the "Do's" and made notes on and learned the "Don'ts" (both listed below) BEFORE you begin your assignments, this could be disastrous for your grade.

Things can and do go wrong. Therefore, please do not, for example, make arrangements to be off work ONLY from, say 10:30AM – 11:30AM for exams. Be sure that you can get off work on exam days for whatever time needed in case of a "glitch."

### **Here are some Do's and Don'ts for ALL Exams and Assignments:**

#### **DO:**

- ENSURE that you have a reliable Internet connection (e.g., any computer lab of a nearby university or a hard-wired (not wireless) internet connection at most places of employment). IF YOU ARE DISCONNECTED FOR ANY REASON OTHER THAN A PROBLEM WITH THE UNO OR CONNECT COMPUTER SYSTEM, YOU WILL BE LOCKED OUT OF THE ASSIGNMENT. UNLESS THE PROBLEM CAN BE TRACED TO THE UNO OR CONNECT COMPUTER SYSTEM GOING DOWN, THE ASSIGNMENT WILL NOT BE UNLOCKED SO THAT YOU CAN CONTINUE IT OR TAKE IT OVER. SHOULD THIS OCCUR, YOU WILL RECEIVE A ZERO FOR THE ASSIGNMENT. **EXCEPTION:** I WILL UNLOCK ONE QUIZ OR INTERACTIVE ASSIGNMENT, NOT AN EXAM – ONLY ONE.
- Clear temporary Internet files. THIS IS IMPORTANT !!!
- Turn off pop-up blockers. THIS TOO IS IMPORTANT !!!
- Please remember that I am not a tech support person. Read the instructions in your "Help" files, "Google" how to do these things, or get tech support from an appropriate source BEFORE you begin your exam, quiz or assignment.
- Finish the exam, quiz or assignment once you start it.
- Email me immediately if an exam cannot be accessed during the Posted Day/Time for Exams, or no later than 24 hours before a quiz or exercise is due.

## **DON'T:**

- Rely on a dial up or wireless Internet connection to be reliable. You can all-too-often be disconnected (even if for a millisecond) and locked out -- even from a high-speed Internet access connection that does not meet the specifications stated in the "Read This First" document. SEE THE ABOVE WARNING ABOUT DISCONNECTING DURING THE EXAM AND BEING LOCKED OUT.
- Click "Save" on test questions in Moodle for exams in Moodle.
- Click the button to submit your assignment more than once -- Only your first submission will count. No exceptions to this rule.
- Start the exam or quiz or other assignment, attempt to save it, and then attempt to restart it. (Moodle & Connect keep time from when you start the exam or quiz and won't let you restart it.)
- Start the exam or quiz, run into difficulty, disconnect and claim that you were disconnected by some technical problem. (Again, Moodle & Connect keep amazingly accurate records and all such claims are checked. False claims are considered academic dishonesty and will be dealt with accordingly.)

\* Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

\*\* It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>. After registering with the ODS, students with disabilities should contact the professor (via Email, including the official form, on or before the first day of class) for online courses to discuss their individual needs for accommodations.

\*\*\* To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student. At the professor's discretion, randomly selected students or all students may be required to take their mid-term or final on campus after showing their UNO ID card or Driver's license. The University of New Orleans partners with Proctor U, a live, online proctoring service that allows students to complete exams from any location using a computer, webcam, and reliable internet connection.