

**International Marketing Online – Course Syllabus**  
**52:630:371:90 Index 21081- 3 credits – Spring 2018**  
**Dr. Carol Kaufman-Scarborough (“Dr. KS”) – Professor of Marketing**

**Instructor Information:**

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**Course Delivery**

This course is fully online, and all assignments and activities will take place online. For more information about course access or support, you can contact the Online Learning Help Desk via email at [help@canvas.rutgers.edu](mailto:help@canvas.rutgers.edu) or call 848-260-2941.

**Getting in Touch:**

Even though our course is online, I'm happy to chat with you online, by phone (856-225-6592), or even meet you here in my office. Please contact me via email to make an appointment. Except for conflicts with campus meetings, I will also plan to be online on the days and times listed below. Remember, since the semester begins on a Tuesday, in every week: **Day 1= Tuesday through Day 7 = Monday.**

- Day 1 (Tuesday): 10-11am and 9-10 pm
- Day 2 (Wednesday): 2-4 pm
- Day 3 (Thursday): 10-11am and 9-10 pm
- Day 4 (Friday): 2-4 pm
- Day 5 (Saturday): 9-10 am and evening check-in
- Day 6 (Sunday): check-in throughout the day
- Day 7 (Monday): 10-11am and 9-10 pm

My grad assistant and I will be checking email regularly for the duration of the course. Our responses to your email will depend upon when it is received and how involved a response is needed. **Please be sure to write the following in your Subject line “Int Mktg Online” so we can easily find your email!** I will try to respond promptly and will, barring emergencies, provide a response within 24 hours during weekdays. If you email me late on a Friday or through the weekend, it may take me longer, as I will be somewhat slower to respond on the weekends.

**Course Description**

Businesspersons have the responsibility to understand the complexities of global markets, but many have only studied their own home country's business practices. The aim of this course is to examine the how companies enter international markets and their choices in standardizing or adapting the marketing mix. You'll learn to experience an unfamiliar market setting, build skills in using online international databases, and present a group project on a topic of global interest. Completion of Principles of Marketing is required.

## **Course Materials**

- *International Marketing 17th edition* of Cateora, Gilly, Graham, and Money.
- ISBN: 978-0-07-784216-1. NOTE: we are not using CONNECT. The 16th edition is acceptable.
- *This text is used for our course. Used copies and affordable online options are available*
- *Narrated lectures, readings, and other posted material are available on the class site*

## **Course Objectives**

After completing this course, students should be able to:

- Appreciate and understand differences and similarities in business etiquette across cultures;
- Identify and evaluate trade policies from other countries;
- Understand how trade practices, tariffs and nontariff barriers are used in trade law;
- Adapt the marketing mix to the specific needs of destination countries
- Evaluate an unfamiliar product as a possibility for import to the United States;
- Develop skills in using online international databases;
- Provide expert insight into a cutting-edge topic in International Marketing

## **Course Methods**

The material presented in the text provides the essential backbone of the course. However, much of the time we spend online will be devoted to activities that explain the material presented in the text and in the narrated lectures. You will be asked to participate weekly in online discussions, quizzes, and assignments. For an online course to work, it is necessary that you read all material assigned for each module and keep up to date! Read all online instructions carefully, complete all assigned work, including self-assessments, consult with the instructor immediately when you need help! Active participation in online activities such as discussions, and punctuality are strongly recommended to excel in this course.

**Email Etiquette:** This is a business course. Professional emails are expected, with “Int Mktg Online” in the subject line and a proper salutation (e.g. “Dear Professor”) and correct grammar.

## **Exam Make-up Policy**

Students are expected to take quizzes, midterm, and final exam during the period of time established by the instructor. Normally, students will not be permitted to take an exam at an alternate time. However, if for a university approved reason you cannot take an exam at the scheduled time, you must give the professor written notice at least one week in advance so that other arrangements can be made. The professor reserves the right to request written documentation to support your absence (such as a doctor’s note, an obituary, or military orders).

## **Helpful Hint about Course Vocabulary**

The Vocabulary of International Marketing is full of complex terms and acronyms. You will learn the difference between an FTA (Free Trade Agreement) and an FTZ (Foreign Trade Zone), be able to discuss BEM’s and BRIC countries, and know which countries are in MERCOSUR, the EU, and NAFTA. In some cases, you must memorize the term “names” just as you would memorize a friend’s name. A translation or interpretation of this term will not receive credit on the quizzes or exams if you are asked about a strict definition.

### **Incompletes and Problems**

If you find that you are having trouble completing course work or need further explanation of class topics, please contact immediately. If you need this class for graduation, you should be sure that your performance is up to standard throughout the course. It is too late to wait until the last week of classes to ask for help. I'm available to meet throughout the entire semester if you need help. "Incompletes" will only be given through prior consultation, under extreme circumstances. Incomplete grades must be made up prior to the start of the next semester.

### **Last Date to Drop with a "W"**

April 2 is the last day to withdraw from this class with a "W". For more information see the registrar's website. <http://registrar.rutgers.edu/>

### **Turning off all those Notifications!**

Online systems are set up to send you many reminders and notifications of changes in the course site. Students often mistakenly think that the instructor is sending frequent email updates when actually the online system is doing so BASED ON YOUR SETTINGS. See the home page to manage how you receive notifications.

## **University Policies and Procedures**

### **Academic Integrity**

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

This means that you must:

- properly acknowledge and cite all use of the ideas, results, or words of others – AND USE TURNITIN!
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. If there are questions on how to comply, please contact me immediately.

Policy found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>.

## **Disability Services**

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation.

<https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at:

<https://ods.rutgers.edu/students/registration-form>.

Ajeenah Nuriddin-Little  
(856) 225-2722

Rutgers-Camden Disability Services at the Rutgers-Camden Learning Center  
Armitage Hall, Room 240, 311 North Fifth Street, Camden, NJ 08102-1405

Web page: <https://learn.camden.rutgers.edu/disability-services>

E-mail: [Ajeenah.nuriddin-little@camden.rutgers.edu](mailto:Ajeenah.nuriddin-little@camden.rutgers.edu)

## **Dean of Students Office**

Students who are experiencing significant personal or family problems are asked to contact the Dean of Students office [deanofstudents@camden.rutgers.edu](mailto:deanofstudents@camden.rutgers.edu) or 856-225-6050.

## **Grading**

Final grades will be calculated according to the following weights:

<b>Graded Items</b>	<b>Weight % of final grade</b>
Let's Get Acquainted	3%
Participation: 5 Required Discussions 2% each 1 optional Extra Credit Discussion (up to 2%)	10%
1 Reflection Assignment (2%)	2%
Five quizzes: Modules 2, 5, 8,11,13	10
Assignment: International Business Etiquette	10
Midterm Examination	15
Assignment : Unfamiliar Products Assignment	20
Assignment: Individual Term Paper: Evaluation of Country Trade Policies	15
<b>Final Examination – the final exam is required of all students</b>	15
<b>Total Score</b>	<b>100</b>

Please see full explanation documents for each type of assignment for specifics.

## Grading System:

A	90 and above	Outstanding	4.0
B+	85 – 89.9	Good	3.5
B	80 – 84.9	Good	3.0
C+	75 – 79.9	Satisfactory	2.5
C	70 – 74.9	Satisfactory	2.0
D	60 – 69.9	Poor	1.0
F	Below 60	Failing	0.0

## Chapter Quizzes

You will be required to take 5 quizzes throughout the course to demonstrate that you are keeping up with class material. Each quiz is graded on 100 points and will comprise of 10 multiple choice questions. In each module, the quiz will be made available to you on Tuesday (Day 1) morning at 12:00 a.m. E.T and will be due on Monday (Day 7) by 11:59 p.m. E.T. You may take the quiz at any time during this time frame, but once you start the quiz, you will have only 30 minutes to complete it.

You will get two attempts to complete each quiz. You will be able to review the incorrect answers once so do this carefully. The highest of the two quizzes will be used as your score. Deadlines will be strictly enforced and there will be no make-up quiz for any missed quiz. You will be able to review your quiz score one day after the quiz deadline.

## Discussions

In any online course, participating in online discussions is a great way to share ideas and interact with fellow students without being in a classroom. Your participation in the discussions is crucial to successful learning. We will use the **Discussions** throughout the course to engage in meaningful and graded discussions.

- **Tuesday (Day 1):** Discussions open
- **Friday (Day 5):** Substantive initial post (minimum of 100 words) due:
- **Monday (Day 7):** Substantive responses **to two** classmate's posts (50-100 words)
- Discussions for each module will close at 11:59 p.m. E.T. on **Monday (Day 7)**.
- Please see Discussions Document for grading criteria and scoring.

## Lack of Participation/Late Work:

Lack of participation will be reflected in the final grade. This includes last-minute posts and late participation. Discussions posts must be within the required dates. All assignments must be handed in on time; late work will receive reduced or no credit. No makeup exams will be scheduled without prior notification and a physician's excuse. **NOTE: There is a 1 point deduction per day for late assignments.**

## Planned Schedule

### **Module 1- Chapters 1, 2: Introduction to International Marketing**

- **Special Discussion post: “Let’s Get Acquainted” – due Day 7**
- Introduction to the course. Consideration of the Self Reference Criterion and its difference from ethnocentrism.
- A major topic of trade today is protectionism. Let's discuss it as well as international cooperation between countries. Are tariffs and trade barriers always protectionist? How do countries cooperate through global organizations?
- Introduction of two reference sources: CIA World Factbook and Country Commercial Guides, with example of China’s Country Commercial Guide.

### **Module 2 - Chapters 3 and 4: The Roles of Geography and History on Marketing**

- What is the Impact of Geography and History on World Trade? Country geography and history can play a major role in trade success. How can the attributes of a location impact product design and shipping?
- Country History and its importance. World events, former and current political alliances, and independence can all affect trade opportunities.
- What is the Triple Bottom Line (TBL?)
- **Discussion: The Impact of the UK leaving the European Union**
- **Quiz 1**

### **Module 3- Chapters 5 and 6: Global Culture and the Market**

- Learn how culture can impact marketing through its personal and organizational effects
- What is the structure of culture? What is meant by high and low context cultures?
- How are products impacted by culture? Country Commercial Guides and Culture
- **Chapter 4:** Cultural Dynamics, Norms, Values, Beliefs, Roles, Customs, Rituals, Artifacts
- **Chapter 5:** Considering global business culture, Business Customs and Etiquette
- **Discussion: Fair and Lovely**

### **Module 4 – Chapters 6 and 7: International Politics and Laws & their impact on marketing**

- How can politics affect trade? Political parties change quite often in many countries, resulting in dramatic differences in tariff and non tariff barriers.
- **Chapter 6: Political Environment,** Change, Stability, Redrawing Country Borders
- Elections around the world
- What is Political Vulnerability? What are Politically Sensitive Products?
- Michigan State University Market Potential Indicators:
- **Chapter 7: Legal Environment and Exporting Law:** see exporting forms
- **Assignment Due: Learning About International Business Etiquette**

## **Module 5 – Chapter 8: International Marketing Research**

- **Chapter 8, Researching Global Markets:**
- If I have the "Perfect Product," How Can I Enter the Market? What do I need to know?
- Meanings of Secondary Data: How do data interpretations differ? What are the strengths and limitations? E.g. If you were a citizen of Country X, what is your life expectancy?
- Differences in Primary Research Techniques in Other Cultures – focus groups, surveys, observation
- **Quiz 2**

## **Module 6 – Chapters 9 and 10: Economic Development and Multinational Markets**

- **Chapter 9, Economic Development and the Americas**, Measures of Economic Development - do they work? How is economic development assessed for NICs? For Big Emerging Markets (BEM's)?
- What are reasonable measures for living standards? Whose living standards?
- Illustrations from **Chapter 10, Multinational Markets (Europe, Africa, Middle East)**
- What is a multinational market? What are the advantages when a country becomes a member? What is the Commonwealth of Independent States (CIS)?
- Please read **Unfamiliar Product Assignment** (Course Home) due Day 7, Module 9
- Please read Format for Midterm
- **Discussion: Review for Midterm**

## **Module 7: Chapters 11 and 12: The Asia-Pacific Region & Global Marketing Management**

- **Chapter 11 (Asia Pacific)**
- China, Japan, India, Vietnam, Four "Tigers," Bottom of the Pyramid
- **Chapter 12, Global Marketing Management , Methods of Market Entry**
- Strategic Planning for Global Marketing
- Are there certain methods of market entry that are required? Expected? Are there market entry methods that create advantages or disadvantages in certain markets? What are countries telling us about how they want us to enter their countries? Do they want particular forms of business? Specific types of clearances?
- **Midterm covers chapters 1-8**

## **Module 8: NOTE: this module extends throughout Spring Break – check Schedule**

- **Chapter 13, Developing Consumer Products:** Core Products,
- Identifying Unmet Needs in Unfamiliar markets
- What is predictable consumer behavior in a given country? How are products used? How do consumers shop? Adaptation vs. Standardization
- Characteristics of Successful Innovations
- Example: Campbell Soup, and learn about its various global products
- 
- **Chapter 14, Products and Services for Businesses**
- The importance of global sourcing and support are critical. Trade fairs are common points of contact. The importance of servicing products in global markets is illustrated by Caterpillar's site.
- **Quiz 3**
- **Continue to work on Unfamiliar Product Example, Due Module 9**

## Spring Break

### Module 9: Chapter 15

- **Chapter 15, International Marketing Channels, Supply Chain and Retailing**, selection of middlemen
- Traditional retail in the bricks and mortar setting:
  - KFC Market Entry- the adaptation of distribution for the Japanese market – an OLD film that depicts problems that still occur in today's market entry decisions.
  - Coca Cola enters the Japanese market – video.(multilocal, ringi-sho form for agreement)
- **Unfamiliar Product Assignment - submit online by Day 7**

### Module 10: Chapter 16

- **Begin Chapter 16, Integrated Marketing Communications in the Global Setting**
  - How can we communicate with consumers in other countries and be sure that we mean what we say, and say what we mean? Media availability. Literacy rates. Advertising videos
  - Country-specific requirements – what disclosures must appear in advertising messages?
  - Country-specific cultural norms – what situations should and should NOT appear?
  - Sales promotion – contests, coupons, free gifts, 2 for 1, etc.
  - What social media are prevalent around the world? How accessible is the internet?
- **Students view and vote for top 5 Unfamiliar Products by email**
- **Discussion: Instructor posts the top products and Students Discussion**

### Module 11: Chapter 17

- **Chapter 17, Personal Selling**, Techniques, Similarities and Differences
- Personnel Issues, Training your employees for Global Markets
- Sensitivity Exercises to know your market better
- Read Instructions for Term Project (Course Home)
- Sign up for Country (see instructions in Course Home)
- **Quiz 4**

### Module 12: Chapter 18

- **Chapter 18, Pricing for International Markets**
- What are Price Escalation and Countertrade? What does price convey in global markets? What is the impact of cashless, digital currencies?
- Is there a price/quality linkage?? What is the impact of changing currencies?
- Let's consider the euro, the currency of the European Union
- Dr. Robert Schindler's Article
- **Discussion: Personal Selling and Gender Norms**



### **Module 13: Putting It all Together – Review of our course**

This module is a synthesis of the entire course presented over the past 12 modules. A firm's marketing mix and target markets depend on concepts discussed in each module. Look through the video lectures to integrate all that you have learned this semester, including knowing how to:

- Explain how a company can select which existing country markets to pursue.
- Describe how a company selects adaptations to the Marketing Mix and identifies the Target Market.
- Identify the key areas of the marketing mix that are likely to need adaptation for the destination market
- **Quiz 5**

### **Module 14: Individual Paper Due: Evaluation of Country Market Potential**

- See Directions in Course Home
- **Individual Paper Due (Upload to Canvas)**
- **Extra Credit Discussion Forum:** What did you learn on your paper
- **Course Reflection Essay**

### **Module 15: Final Exam**

- **Final Exam: 15 percent of your grade, NOTE: Final Exam is mandatory.**