

2024 Fall - INTERNATNL MARKETING 52:630:371:90

International Marketing Fall 2024 ONLINE

ALL INFORMATION SUBJECT TO CHANGE WITH NOTICE

52:630:371 - 3 credits

Professor: Rory 'Cal' Maradonna.

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Office Phone: 856-225-6714

Office Location: School of Business Room 119

Office Hours: By appointment.

Class: Starts Tuesday, September 3, 2024

Canvas: We will be using Canvas for this course. Please let me know if you are unfamiliar with or have trouble with Canvas before class starts.

52:630:371 *International Marketing (3)* 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 and build skills in using online international databases. Completion of Principles of Marketing is required. ***Prerequisite: 52:630:201.***

Learning Goals Course Objectives:

1. Cultivate a comprehensive understanding of the complexities inherent in international marketing.
2. Foster an awareness of the growing demand for international expertise in the global business landscape.
3. Sensitize students to the diverse economic, political, legal, and competitive dynamics that exist globally.
4. Enhance awareness and appreciation for cultural and sub-cultural differences on a global scale.
5. Delve into the ethical considerations associated with marketing activities across national borders.

Course Outcomes:

1. Exhibit a profound comprehension of the intricate nature of international marketing, including the challenges, opportunities, and tasks encountered by marketers in a global setting.
2. Showcase knowledge pertaining to diverse socio-cultural, political-legal, and economic environments, and illustrate an awareness of how these factors influence the field of international marketing.
3. Demonstrate a nuanced understanding of the formulation and execution of international marketing plans, showcasing the ability to navigate and strategize in a global business context.

Course Materials

Text: INTERNATIONAL MARKETING | Edition: 19TH)

Philip R. Cateora, University of Colorado-Boulder

Mary C. Gilly, University of California-Irvine

John L. Graham, University of California-Irvine

ISBN 13 : 9781266148637

Other: Narrated lectures, readings, and other posted material will be available on the class Canvas site.

This course will use various periodicals and websites (Wall Street Journal, Financial Times, etc.) as a supplement.

This text has been carefully selected for its comprehensive and accurately presented information, ensuring readability and a focus on thinking and decision-making skills in cross-cultural settings. In contrast to many international texts that tend to emphasize summary statistics, cultural bloopers, and stereotypes, this widely acclaimed text, authored by industry leaders, equips you with the ideas and vocabulary necessary to analyze topics in International Marketing without fostering an ethnocentric, US-dominant perspective. It actively encourages you to approach cross-cultural markets with an informed and educated mindset.

International Marketing is a dynamic field that undergoes constant changes, influenced by daily negotiations between countries, currency fluctuations, political events, and more. Throughout the semester, you will receive handouts

illustrating and documenting these changes, and we will regularly access current information on the Internet during classes. It is essential to become proficient in staying updated on global issues and knowing where to find relevant information. While the text may contain some dated terms and ideas due to the rapid pace of change, it's crucial not to be discouraged by this.

Considering the challenging context of the world today, and assuming a foundational knowledge of topics from Principles of Marketing, I am here to support you. Please feel free to reach out if you need any review or clarification on Marketing concepts relevant to this course.

Looking forward to an engaging and insightful semester!

How to succeed in this course

The material presented in class provides the essential backbone of the course. You are expected to:

1. **Thorough Reading:** Read all assigned text materials before reviewing class lectures to grasp the foundational concepts and insights.
2. **Active Listening:** Listen to all posted lectures during the designated week, absorbing the content to reinforce your understanding.
3. **Adherence to Instructions:** Follow the instructions provided for all assignments meticulously, ensuring clarity and accuracy in your submissions.
4. **Timely Submission:** Initiate assignments promptly, allowing ample time for thoughtful completion, and submit them punctually.
5. **Open Communication:** Reach out and schedule a consultation with the professor at the earliest sign of difficulty or confusion. Your success is our priority, and we are here to support you.
6. **CANVAS Proficiency:** Familiarize yourself with CANVAS, ensuring you can access and utilize it effectively for course materials and communication.
7. **Active Participation:** Engage in the assigned class discussions whenever possible. Your active involvement not only enhances your understanding

but also contributes to a collaborative learning environment for all participants.

By embracing these guidelines, you will be better equipped to navigate the course content, actively participate in discussions, and ultimately succeed in your academic endeavors.

COMMUNICATION:

Canvas

Posted will be the syllabus, resources (articles and examples), Lectures, Power point slides, announcements, guides, assignments, etc. To access this system, go to [Home - Canvas \(rutgers.edu\) Links to an external site. Links to an external site.](#) log in, and click on the course on the dashboard.

Email - USE YOUR RUTGERS EMAIL ADDRESS

E-mail is the best way to reach me. **maradonn@rutgers.edu**

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

Class Materials:

All class materials can be obtained via Canvas. Note that the PowerPoint class lectures will be posted the day before the start of that week's chapter. You are required to access this course via Canvas several times a week. The class "runs" through from day 1 (Tuesday) to day 7 (Monday). Even though this class is asynchronous and there is no specific time to access lectures it is required that you listen to the full lecture sometime during the week it is posted.

Class Communication:

Since there is no class attendance time, a viable and reliable form of communication is vitally important. Note that all class communication will be via your Rutgers e-mail and discussion forums and other tools in Canvas. You are expected to check your Rutgers e-mail at least two or three times every week. All

class announcements can also be accessed via the 'Announcement' page in Canvas.

Professor Communication:

Note that during the week, from Monday until Friday, I will try to reply to all e-mails within 24 hours. Please do not expect an immediate response. (If you do not hear from me within 48 hours, please re-send your email as I may have overlooked or accidentally deleted your e-mail.)

Although I check my e-mails a few times daily, I may not be able to completely answer all e-mails immediately upon receiving them. Note that I may also be travelling out of town on many weekends and may not be able respond to weekend e-mails until Monday.

GENERAL /ADMINISTRATIVE

Pronouns

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

Chosen Name (Preferred Name).

If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know. If you would like to have your name changed within the rosters officially, go to: <https://deanofstudents.camden.rutgers.edu/chosen-name-application> (Links to an external site.)Links to an external site.Links to an external site.

Key Fall 2024 Dates:

Fall 2024 classes begin	Tuesday, September 3rd.
Last day to drop classes w/o "W"	Thursday, September 12th.
Last day to add classes	Thursday, September 12th.
Last day to withdraw with a "W"	Monday, November 11th.
Regular classes end	Wednesday, December 11th.
Reading days	Thurs, Dec 12th - Fri, Dec 13th

Final exam period

Mon, Dec 16th - Sat, Dec 21st

Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodation as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>Links to an external site.

Accommodation will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>Links to an external site.

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.

Academic Integrity means that you (the student) must:

- properly acknowledge and cite all use of the ideas, results, or words of others,
- 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 some-one 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. Violations are taken seriously and will be handled according to University policy.

Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected to adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:

<https://deanofstudents.camden.rutgers.edu/student-conduct>Links to an external site.

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities.

Etiquette expectations from on-line students:

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)***

Even though many of you are already aware of these protocols, they are explicitly stated here so that everyone is cognizant of the same protocols. These protocols should be followed by all students taking this course to help ensure the online experiences for everyone involved are pleasant. They are as follows:

- If you were to send an e-mail to the professor / tutor, please address the person appropriately such as “Dr.” or “Mr./Ms.” , not ‘Hey’. Note that I will address you with your first name, unless you prefer that I address you differently.
- When sending an e-mail, you can get better attention by using the following guidelines:
 - use descriptive subject lines, (I am sure you have received a lot of Spam e-mails and I have occasionally and accidentally deleted student e-mails that I thought was Spam.)
 - please be as brief as possible by going straight to the point, and if possible, limit the use of attachments.

Never send offensive and insulting messages* (this is a violation of the Student Code of Conduct). If you disagree, say so and state your reasons. Social media is a very powerful tool for communication. However, it can be badly misused if it is not used correctly or professionally. For example, you may have personal and legitimate concerns about this course. However, other students, who do not have

similar feelings, can be negatively influenced by your concerns. This will unnecessarily and negatively affect their overall experience of the course. Therefore, to minimize such an occurrence, please feel free to directly contact the instructor/tutor first to resolve any concerns that you may have to help ensure that everyone's online experience of this course is beneficial.

- Always guard against inciting others when it comes to content, opinions, etc. That is, avoid blaming or accusing others of wrongdoing.
- Do not start a volley of back-and-forth e-mails, with copies distributed to every student in the class.
- Copy the minimum number of people. That is, send e-mails to only the people you think should receive and will benefit from it.
- Treat all e-mails and postings as permanent forms of written record and do not expect any of your e-mail communications to be private, unless stated otherwise. Instead, assume that all e-mail communications are public.
- Do not publicize your own or others' personal information (such as email, phone numbers, last names, etc.)

Artificial Intelligence Use

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

Brainstorming and refining your ideas.

Fine tuning your research questions.

Finding information on your topic.

Drafting an outline to organize your thoughts; and

Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a Zoom chat.

Writing entire sentences, paragraphs or papers to complete class assignments.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

COURSE POLICIES

Exam Make-up Policy/Late Policy:

In the event of a university-approved circumstance preventing you from taking an exam at the scheduled time, please provide written notice to the professor at least one week in advance, allowing for alternative arrangements. If unforeseen circumstances arise, such as emergency hospitalization, contact the professor as soon as possible after the missed exam. Note that make-up exams for non-university approved reasons are not guaranteed, and the professor may request written documentation (e.g., doctor's note, obituary, military orders) to support your absence.

Incompletes and Problems:

If you encounter difficulties completing course work or require additional clarification on class topics, schedule an appointment for timely assistance. To ensure your progress aligns with graduation requirements, seek help throughout the semester rather than waiting until the last week of classes. Office hours are available for support throughout the entire semester, and "incompletes" will only be considered under extreme circumstances and through prior consultation.

Participation and Late Work:

Lack of participation will impact your final grade, emphasizing the importance of active engagement. All assignments must be submitted on time, **as late work will not be accepted.**

Online Schedule:

The course will operate asynchronously, allowing flexibility in working with materials at your convenience within the provided schedule. Specific deadlines will be strictly enforced to maintain a synchronized learning experience. Please adhere to the weekly schedule outlined in the syllabus, and refrain from requesting extensions after a missed assignment. If an extension is needed, the appropriate time to request it is when the assignment is initially posted.

Your cooperation with these policies will contribute to a smooth and equitable learning environment for all students.

Grade Policies

A Highest grade (89.5% and above)

B+ Work of distinction (84.5% to 89.4%)

B Work of distinction (79.5% to 84.4%)

C+ Average work (74.5% to 79.4%)

C Average work (69.5% to 74.4%)

D Passing, but unsatisfactory (60% to 69.4%)

F Failure without credit (Below 60%)

Evaluation

Your final grade will be determined based on these components. Each is described below.

Participation 30%

Canvas Assignments 20%

First Examination 10%

Second Examination 10%

In the International News 15%

Final Exam 15%

Total 100%

Class Participation 30%

This is an online course, and you are not required to be in the class online at a specific time. You are required to be on the canvas site, follow directions provided during that week and listen to the lectures during the week they are posted. Not being part of this class weekly will lower your participation grade. Not submitting information that is requested at specific times will also lower your participation grade. Our class activities will provide many opportunities for you to demonstrate your marketing knowledge while honing your communication skills. It is essential that you participate in discussions and other on-line activities.

Participation is not just being online but being involved online. This is your class, and you should make it as interesting as possible. In terms of grading, it is assumed that everyone starts out in the middle (0).

Negative participation (not participating online, handing materials in late, not listening to the lectures when posted, disruption of others online detracts from everyone's time; points will be deducted, rather than added for these types of behaviors. On the positive side asking and answering questions, taking part in class discussions and submitting assignments from your lectures will add points to your grade. Thus, the range of class participation grades is from -30 through +30. This can substantially affect your grade.

Online Country assignments 20%

Each student will be assigned a country during the first week of class. A set of assignments will be provided on Canvas that will require you to use the web to research information about your country.

In The International News 15%

In the International News will be focused on analyzing marketing activities that currently occur around the world. You will select an item in the news (no older than 60 days) and be prepared to submit online a paper (1-page minimum, 300 words) about the news and how it relates to **an international marketing concept in your Country**. It is important to choose articles that relate to the course and that have enough information to write about.

Please read these instructions very carefully. You will lose points from your grade if you don't follow the instructions exactly.

You must follow these instructions to get full credit for your submission.

Submitting the Assignment must look like the following:

- 1. Your Name and Country assigned.**
- 2. The link to the NEWS article. (No older than 60 days from date submitted)**
- 3. Two sentences stating the International Marketing concept applied in the article.**
- 4. Your discussion of the marketing concept in the article (write minimum, 300 words)**

Please make sure your article is not about news that only affects your country, it must have international implications. It is important to choose articles that relate to the course and that have enough information to write about. The article must be new and be published in a legitimate news source. Please do not use articles provided by industry or the company web sites. **No travel or tourist articles.**

If you upload a file, it must be in Word or PDF only.

You will be assigned 3 opportunities to provide this information during the semester. Each submission can be worth 5 points. You can only submit assignments when scheduled.

Exam 1 & 2 10% each

Exams will cover specifically assigned readings as well as information covered in class. Students are responsible for assigned materials not covered in class. Exams will consist of multiple choice and short fill in the blank questions. Students are not allowed to use any notes, books, or other assistance during the exams.

Final Exam 15%

Multiple Choice questions will be like Exam 1 & 2 but will include essay questions that will be cumulative.

Assignments: Planned Schedule

Week 1 Tuesday September 3rd to Monday September 9th

Class Introduction

Group Assignments, Country Assignment, News schedule.

Chapter 1- The Scope and Challenge of International Marketing

Week 2 Tuesday September 10th to Monday September 16th

Chapter 2 — The Dynamic Environment of International Trade

Week 3 Tuesday September 17th to Monday September 23rd

Chapter 3 – History and Geography–The Foundations of Culture

Week 4 Tuesday September 24th to Monday September 23rd

Chapter 4 – Cultural Dynamics in Assessing Global Markets

Week 5 Tuesday October 1st to Monday October 7th

Chapter 5 – Culture, Management Style, and Business Systems

Week 6 Tuesday October 8th to Monday October 14th

Chapter 6 – The Political Environment: A Critical Concern

Week 7 Tuesday October 15th to Monday October 21st

Chapter 7 – The International Legal Environment: Playing by the Rules

Online EXAM #1 Chapters 1 to 5 TBA

Week 8 Tuesday October 22nd to Monday October 28th

Chapter 8 – Developing a Global Vision through Marketing Research

Week 9 Tuesday October 29th to Monday November 4th

Chapter 12 – Global Marketing Management: Planning and Organization

Week 10 Tuesday November 5th to Monday November 11th

Chapter 13 – Products and Services for Consumers

Week 11 Tuesday November 12th to Monday November 18th

Chapter 16 —Integrated Marketing Communications and International Advertising Chapter 17 – Personal Selling and Sales Management

Online EXAM #2 Chapters 7-8 & 12-13 TBA

Week 12 Tuesday November 19th to Monday November 25th

Chapter 15 – International Marketing Channels

Week 13/14 Tuesday November 26th to Wednesday December 11th

Chapter 18 – Pricing for International Markets

Course review

Reading days Thursday, December 12 - Friday, December 13

Final exam period Monday, December 16 - Saturday, December 21