

MKTG 760 - Section 1ON – International Marketing

**University of New Hampshire
Peter T. Paul College of Business and Economics**

January Term 2022
December 28, 2021 through January 21, 2022

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Welcome to International Marketing, the on-line J-term course. This course will be run totally asynchronously, meaning that students can access the material 24/7 and there will never be a set time that all students must be on-line simultaneously.

Students will be required to keep up with the readings and the discussion forums. The course spans four weeks, which means an intensive experience. As your instructor I will be on-line a minimum of twice daily, except for Sundays. If there are any questions/problems/challenges, contact me so we can resolve them quickly. So, fasten your seat belts and we will be off.

Course Materials

Required text: Global Marketing by Warren J. Keegan and Mark C. Green, 10th edition, Pearson, 2020.

Note: This text is included in the First Day inclusive access program. Students' tuition bill includes the cost of this text. Students have been assessed this as a course charge and will have access to this e-book via Canvas for a period of five years. Unlike other course charges, students do have the choice of opting-out before the semester deadline for adding/dropping courses.

Students who opt out of the First Day access program can obtain the text at the UNH Bookstore.

Needed: Regular access to a PC, a printer and the Internet

This course will utilize the UNH Canvas learning platform, <https://mycourses.unh.edu>. Each week's class lectures, discussion forums, and assignments will be posted on the system and students may download lecture materials to aid in note taking and studying.

Course Overview

MKTG 760, International Marketing encompasses the study of the mechanics and challenges of conducting business on a global scale. It involves understanding the environmental factors affecting international trade: culture and business customs; political and legal factors and constraints; economic and technological development; and the international monetary system. These factors will be integrated with the marketing management functions of market research and segmentation; as well as product, promotion, distribution, and pricing decisions. 4 credits.

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Students will use multiple skills in the successful completion of this course, including communication, math, and computing skills.

After successful completion of this course, students will:

- Have acquired the key marketing concepts and vocabulary needed to interact effectively in today's global business environment
- Have developed a global perspective on the issues facing marketing managers today
- Be able to critically assess the viability and challenges of conducting business operations in specific countries/regions
- Know the critical questions to ask and answer in developing a global strategy and have experience in developing a such a strategy

Course Structure

Mycourses.com.edu is the learning management tool used for this course. The course is online and asynchronous and organized by weeks. The overall course navigation consists of:

<i>Course Navigation</i>	<i>Description</i>
Announcements	Regular class announcements regarding assignments, overall class progress or messages and information and reminders about upcoming events or assignments.
Syllabus	The syllabus, course schedule and other key class documents are located here.
Modules	This area contains the weekly activities. The majority of course content, activities, assignments and participation is located in this area.
Discussion Forums	Discussion assignments will take place in the discussion forum area.
Video Lectures	This contains the lectures that may be assigned for viewing.

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<i>Weekly Activities Structure</i>	
Lecture	The primary lecture(s) or media and key concepts.
Resources (or Review)	Assigned readings or media for review.
Participation	Every week there will be a participation component. This could take the shape of a discussion forum, wiki, blog, collaborate event, etc.
Assignments	Activities and assignments.

Course Schedule

<i>Module</i>	<i>Date</i>	<i>Topics Covered</i>	<i>Assignments and Due Dates</i>
One	December 28- Jan. 1	<ul style="list-style-type: none"> • Introductions and Course Overview • Global Marketplace • Global Economic Env. • Global Trade Env. 	<ul style="list-style-type: none"> • Read chapters 1,2,3,4 in text • Watch assigned video • Participate in Discussion Forums #1 and 2 • Submit international market failure assignment by midnight on Jan. 1
Two	Jan. 2-8	<ul style="list-style-type: none"> • Social/Cultural Env. • Political/Legal Env. • Global IT and Market Research 	<ul style="list-style-type: none"> • Read chapters,5,6,7,8 in text • Watch assigned videos • Participate in Discussion Forum #3 • Submit first individual case analysis by January 8th
Three	Jan. 9-15	<ul style="list-style-type: none"> • Segmentation, Targeting and Positioning • Global Market Entry Strategies 	<ul style="list-style-type: none"> • Read chapters 9,10,11,12 in text • Watch assigned videos • Participate in Discussion Forum #4 • Submit second individual case analysis by January 15th
Four	Jan. 16-21	<ul style="list-style-type: none"> • Global Branding • Global Pricing • Global Distribution • Global Promotional Decisions 	<ul style="list-style-type: none"> • Read chapters 13,14,15,16,17 in text • Watch assigned videos • Participate in Discussion Forum #5 • Submit final assignment due Jan. 21st

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Grades

International marketing failure assignment (10%): Students will identify an example of a company that was unsuccessful in marketing its products/services in a specific country. Example should have occurred within the last 5 years. Analyze the reasons for the failure. What could/should have been done differently?

Case Analyses: There will be two individual case analyses, each worth 25 points. Students can select any two from a list of cases in the text. See the syllabus section of the course site for the list.

Final Assignment: Students will prepare an entry plan for a specific product/service for a selected country. See course website for details. This is worth 25 points.

Participation: Students are expected to be active participants in the discussion forums. Multiple contributions are anticipated as the instructor and students post their thoughts and reflections on the posted topic. Overall participation will be worth 15 points toward the final grade.

International Failure Analysis	10%	This first assignment is worth 10% of the final grade.
Class Participation	15%	Overall participation is worth 15% of the grade. Students are expected to actively participate several times in each discussion forum.
Final Assignment	25%	The final assignment is worth 25%.
Individual case analyses	50%	There will two individual case analyses, each worth 25 points.

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Final grades will be calculated based on the following scale:

Grade	Cutoff Percentage	Grade	Cutoff Percentage
A	94% or higher	C	73% - 76.9%
A-	90% - 93.9%	C-	70% - 72.9%
B+	87% - 89.9%	D+	67% - 69.9%
B	83% - 86.9%	D	63% - 66.9%
B-	80% - 82.9%	D-	60% - 62.9%
C+	77% - 79.9%	F	Below 60%

Note: Final grades are not rounded up, thus a 93.9% is an A-.

Assignment Details

Details on each assignment will be posted on mycourse.unh.edu on a timely basis.

Policy on Late Submissions

All exams and written assignments must be submitted by the due date. Written assignments should be in a professional business style (**use 3rd person; double spaced; correct spelling and grammar; well organized**). Any late submissions must be accompanied by an explanation and accompanying documentation. All late submissions are subject to grade penalties including a grade of zero. The instructor reserves the right to refuse late submissions.

Class Participation

Weekly participation is required. For discussions, the participation will be graded based on the following criteria and values. Review this carefully.

Quality of postings

Below are desired attributes for a posting.

- Ability to synthesize the main concepts from instructor, course content, external resources and class community.
- Use of proper grammar.
- Ideas are organized, persuasive and elevate the overall dialogue.
- Opinions are substantiated.
- Demonstration of critical or creative thinking.
- Evidence of preparation.

Quantity of postings

Per forum, three to five postings spread out over the duration of the week are expected. Posting 5 times in one sitting is not acceptable. When you contribute over several days, you are more able to synthesize other perspectives and contribute to an evolving discussion. A good rule of thumb is to post early in the

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week after you have reviewed the related materials and reading. Allow others to respond and then post again after the dialogue has developed. Simple “I agree” comments are not considered as valid contributions unless they are backed up by a substantive discussion.

Etiquette

- Divergent opinions. Academic debate and differences are embraced in higher education and the forums in this course. Be mindful and respectful of how you articulate a difference or divergent opinion.
- ‘I agree’ statements. Unsubstantiated ‘I agree’ posts will not count to final participation grade without articulated rationale to support opinion.
- Off-topic postings. Discussions occasional veer off-topic. This is normal. These posts will not count, and students are asked to stay on-topic.
- Long responses. Grades will be influenced by an ability to demonstrate an understanding of the topic or question and on one’s ability to be concise.

	Poor effort	Average effort	Excellent effort
Promptness and frequency	Does not post; posts marginally.	Postings are on time and random.	Postings are early, frequent and between 3-5 postings.
Grammar	Grammar has not been checked.	Poor grammar or typos are frequent in postings.	Proper grammar is consistently applied.
Relevance	Postings have no relevance on the topic or assignment.	Some postings are pertinent to topic and assignment.	Postings are consistently connected to the topic and assignment and reflect student’s preparation.
Expression & Organization of Ideas	Ideas and or opinions are not organized.	Some postings convey clear ideas and opinions. Other postings are lacking in organization or original expression.	Contributions are clearly articulated; reflect understanding of topic, substantive insights and persuasive logic.
Building Community	Does not participate in learning community.	Irregularly demonstrates initiative in adding to the dialogue and creating community.	Demonstrates consistent initiative in building community through discussion. Demonstrates ‘listening’ to peers and elevates the overall quality of the discussion.

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Student to Instructor Communication Expectations

I will be active in the class area daily, Monday through Saturday. I usually login early in the afternoon and again in the evening. If you post a question for me in a forum, anticipate a response within 24 hours or sooner. On Sunday, I may not login at all. If you post late on Saturday, I might not respond until Monday afternoon.

Questions related to assignments or learning should first be asked, if possible, in the respective discussion forums. The use of email is reserved for questions of a private nature. If you would like to schedule virtual office hours, send me an email and I will respond promptly. My contact information is as follows:

Audrey.Ashton-Savage@unh.edu
603-659-3520 (home); 603-303-5021 (cell)

Technical Requirements and Technical Support

See website listings for current recommendations and requirements related to this course - <http://unh.edu/eunh/technical-requirements> Technical assistance related to mycourses is available in the modules section of the course and also at <http://unh.edu/eunh/student-resources>

University Disability Accommodations

It is my 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. Reasonable accommodations will be provided for students with physical, sensory, systemic, cognitive, learning, and psychiatric disabilities which have been documented by the University's ACCESS Center. If you have a disability requiring accommodations in this class, please let me know.

Academic Honesty and Plagiarism

Students are required to abide by the UNH Academic Honesty policy located in the [Student Rights, Rules, and Responsibilities Handbook](#).

As your instructor, I proactively monitor academic integrity through regular use of tools like [SafeAssign](#) and a diversified assessment approach. All work submitted to SafeAssign becomes a part of a UNH proprietary database. This is actively used to identify future intellectual property theft. Plagiarism of any type may be grounds for receiving an "F" in an assignment or an "F" in the overall course. Plagiarism is defined as "the unattributed use of the ideas, evidence, or words of another person, or the conveying the false impression that the arguments and writing in a paper are your own." (UNH Academic Honesty Policy, 09.3) Incidents are reported to the school dean and may be grounds for further action. If you have questions about proper citation, refer to your department's writing guidelines. You can contact me at any time on this issue. Additional resources are:

<http://libraryguides.unh.edu/unhmcitingsources>
<http://www.library.unh.edu/reference/citation.shtml>

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Background of the Instructor

Audrey Ashton-Savage has a B.A. in German and an M.B.A., both from the University of New Hampshire. She has had a variety of jobs in her career, all of which centered on marketing. Before joining the faculty here, she was Vice President for Strategic Initiatives at Spalding University in Louisville, Kentucky. In the late 90s Audrey was Dean of Graduate and Professional Programs at Emmanuel College in Boston. In the 1980s she worked at Nashua Corporation in New Hampshire as a Product Manager and New Product Development Manager.

During spring 2020 Audrey was granted a pedagogical leave and spent the term teaching a Marketing Strategy course and researching global business issues at Cardiff University Business School in Cardiff, Wales. In 2017 she was a visiting faculty member at Shanghai University teaching marketing courses in its summer program. In summer 2021 she taught an on-line course for Qingdao University in China. Every J-term since 2010 (except for 2021 and 2022) Audrey has taken a group of Paul students to the Dominican Republic for a 13 day stay for a 4-credit course on how to conduct business in a non-U.S. environment.

For over 25 years Audrey has served on the Board of Directors of Lamprey Health Care, a \$17 million community health center with locations in Nashua, Newmarket and Raymond, NH. She has served 7 terms as president of the board and currently serves on the Executive Committee as immediate past President of the Board.

Note: This syllabus is subject to change. Students will be promptly notified of any changes.