MAR 6158 (521)
International Marketing Management
Spring, 2015
Syllabus
11:30 a.m.-2:30 p.m. Saturdays
Dr. Ron Lennon
rleannon@sar.usf.edu

REQUIRED TEXT:
NOTE: Please make sure you get the CORRECT Keegan Global Marketing book—he has several!

PREREQUISITES: MAR 6815 Marketing Management

OFFICE HOURS:
- Mondays 4:30-5:30 p.m.
- Tuesdays 4:30-5:30 p.m.
- Saturdays 10:30-11:30 a.m.
OFFICE LOCATION: C223
OFFICE PHONE: (941) 359-4598
OFFICE FAX: (941) 359-4367

COURSE DESCRIPTION:
A study of marketing management activities from the perspective of firms doing business across national boundaries. Emphasis is upon aspects of marketing which are unique to international business and problem-solving within an international context.

COURSE OBJECTIVES:
This course is designed to help students appreciate the rationale and issues involved in global marketing. Specifically, students will be exposed to how the different socio-political-cultural environments of foreign markets influence marketing practice. In addition, attention will be paid to how firms can organize both structurally and mentally to address the challenges and opportunities afforded by foreign markets. The course objectives will be achieved through a mixture of lectures, class discussions and assignments.
COURSE REQUIREMENTS:

EXERCISES:
- There are 5 exercises on the "group exercise" listing on Canvas. Each group must complete at least 4 of the 5 for credit.
- No partial credit will be granted. In other words, if you only complete 3 of the 5 exercises, each group member will earn 0% for the exercise portion of the requirements for this class. (10%)

EXAMS:
- There will be two exams given during the semester. Each exam is weighted equally (30% each).
- All exams will be essay questions. Material for the exams will come from the text, any handout material, lectures, and guest speakers, etc. The tests will be designed to assess your applied knowledge in solving specific problems.
- Please use the restroom prior to sitting down to take your exam. Leaving the room during an exam for any reason is not permitted.

CLASS PARTICIPATION:
- Class participation will be assessed by your diligent and timely interactions in the classroom. (10%)

SEMESTER PROJECT:
- In order to develop your entrepreneurial attitude and thinking, you will work in a group of students. Therefore, I am expecting all group members to contribute and work together as a unified group, not as individuals; as well as the finished paper to be much higher quality than just one person completing it.
- You will perform the research and develop the critical thinking necessary to evaluate a specific country in the international setting. Therefore, you will create a Marketing report about a country.
- Your group will be the experts on this country and will be expected to know much more than the average American student about your country.
- The final paper will be between 15-20 pages in length, double-spaced, 1 inch margins, 12-point font, with a cover page (CP), executive summary (ES), table of contents (TC), references (REF), page numbers, and conclusions/recommendations section. Note: CP, ES, TC and REF do NOT count in the page requirements, nor do any appendices you may add.
- The report shall be well written, and professionally developed as if you were going to present the document to your boss. The plan requirements are outlined in Canvas.
- In addition, you will be expected to present your country to the class in an oral presentation. The oral presentation should last between 20-30 minutes. (20%)
- NOTE-- this is NOT to be a presentation just about marketing your product in your country, but rather a COMPLETE overview of your country

OTHER NOTES:
1. Wikipedia is NOT an acceptable reference
2. APA citation and reference information must be included in your country report.
COURSE POLICIES:

ATTENDANCE POLICY:

- Graduate students are expected to attend all classes. This is especially true for graduate classes as the semesters are much shorter than normal semesters.

Students anticipating being absent from class due to religious observance should inform me by the second class meeting.

TAPING OF LECTURES:

- Permission is granted to tape any lecture that you may feel you need to.

- However, permission is NOT granted to sell any tapes or lecture notes from this or any other course that I teach.

OTHER INFORMATION:

- Cell phones should be turned off during class.

- Texting during class will not be allowed.

- Use of laptops will only be permitted if you are typing notes or using the Power points for this class, otherwise you will be asked to turn off your laptop.

- Writing notes to friends on Facebook or Twitter or other social media during class is not something that will be tolerated.

- Working on projects/assignments from this course or another course also will not be tolerated during class.

USFSM AND USF SYSTEM POLICIES

A. Academic Dishonesty: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university's policy in the USFSM Catalog, the USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

B. Academic Disruption: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the USFSM Catalog, USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

C. Contingency Plans: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor Canvas site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Campus Police Website for further information.
D. Disabilities Accommodation: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Disability Coordinator, 941-359-4714, disabilityservices@ssr.usf.edu, http://usfsm.edu/disability-services/

E. Fire Alarm Instructions: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures.

F. Religious Observances: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. Sexual Misconduct/Sexual Harassment Reporting: USFSM is committed to providing an environment free from sex discrimination, including sexual harassment and sexual violence (USF System Policy 0-004). The Counseling and Wellness Center is a confidential resource where you can talk about incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. This confidential resource can help you without having to report your situation to either the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO), unless you request that they make a report.

Please be aware that in compliance with Title IX and under the USF System Policy, educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. If you disclose any of these situations in class, in papers, or to me personally, I am required to report it to OSSR or DIEO for investigation. The Deputy Coordinator for USFSM is Mary Beth Wallace, AVP for Student Enrollment, Engagement and Success, 941-359-4330 or marybeth@ssr.usf.edu.

Campus Resources:
Counseling Center and Wellness Center 941-487-4254
Victim Advocate (24/7) 941-504-8599
List of off-campus resources:
Hope of Manatee: 941-755-6805
Safe Place & Rape Crisis Center (SPARCC) - Sarasota: 941-365-1976
First Call for Help - Manatee: 941-708-6488
Sarasota & North Port 941-366-5025
Manatee Glens: 941-782-4800

H. Web Portal Information: Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Canvas course information via that address.
- The following grading scale will be used to determine your grade at the end of the semester:

<table>
<thead>
<tr>
<th>Component Grades:</th>
<th></th>
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<tbody>
<tr>
<td>Examinations:</td>
<td>60%</td>
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<tr>
<td>Exam 1 (30%)</td>
<td></td>
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<tr>
<td>Exam 2 (30%)</td>
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<tr>
<td>Class Participation:</td>
<td>10%</td>
</tr>
<tr>
<td>Exercises (MUST complete 4 for credit)</td>
<td>10%</td>
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<tr>
<td>Semester Project:</td>
<td>20%</td>
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<tr>
<td>Total:</td>
<td>100%</td>
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Course Grading Scale:

- 95-100 = A
- 90-94 = A-
- 87-89 = B+
- 84-86 = B
- 80-83 = B-
- 76-79 = C+
- 70-75 = C
- 60-69 = D
- Below 60 = F

THE INSTRUCTOR RESERVES THE RIGHT TO MAKE ANY CHANGES TO THIS SYLLABUS WITH NOTICE TO THE STUDENTS.

Last updated on December 31, 2014
# MAR 6158 (521)
## International Marketing Management
### Course Schedule
**Spring, 2015**  
11:30-2:30 p.m. Saturdays  
Dr. Ron Lennon  
rlennon@sar.usf.edu

<table>
<thead>
<tr>
<th>Topic:</th>
<th>Assignment:</th>
<th>Date:</th>
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</thead>
</table>
| Orientation and Course Introduction  
Chapter 1  
Dr. Su Senapati, Learning Support Services  
Cook Library introduction & APA instruction  
(Jane Fulkerson) | Purchase textbook & review syllabus and course requirements Groups determined for Semester Country project (Group) & Exercises | 1/10   |
| A. Go to:                   |                                                                              |        |
| Chapter 2 | Read the following articles in Management Articles section:  
1. Options in Front of You  
2. How Far Do You Want to go?  
3. Define and Prioritize  
4. Critical Values  
B. Read "Obstacles to Creating A First Time Exporter" (posted on Canvas)  
C. Read Dr. Steilen’s Bio (posted on Canvas) | 1/17 |
<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Chapters 3 &amp; 4</td>
<td>Exercise #1 DUE</td>
<td>1/24</td>
</tr>
<tr>
<td>Chapters 5 &amp; 6</td>
<td>Country #1 presentation</td>
<td>1/31</td>
</tr>
<tr>
<td>Chapters 7 &amp; 8</td>
<td>Exercise #2 DUE</td>
<td>2/7</td>
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<tr>
<td>Exam #1 (Chapters 1-7)</td>
<td>2/14</td>
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<tr>
<td>Chapters 9 &amp; 10</td>
<td>Country #2 presentation</td>
<td>2/21</td>
</tr>
<tr>
<td>Chapters 11 &amp; 12</td>
<td>Exercise #3 DUE</td>
<td>2/28</td>
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<tr>
<td>-----------------</td>
<td>-----------------</td>
<td>------</td>
</tr>
<tr>
<td>Spring Break</td>
<td>No Classes</td>
<td>3/7</td>
</tr>
<tr>
<td>Chapters 13 &amp; 14</td>
<td>Exercise #4 DUE</td>
<td>3/14</td>
</tr>
<tr>
<td>Chapters 15 &amp; 16</td>
<td>Country #3 presentation</td>
<td>3/21</td>
</tr>
<tr>
<td>Chapters 17</td>
<td>Exercise #5 DUE</td>
<td>3/28</td>
</tr>
<tr>
<td>Open (to catch up)</td>
<td>Country #4 presentation</td>
<td>4/4</td>
</tr>
<tr>
<td>Review</td>
<td></td>
<td>4/11</td>
</tr>
<tr>
<td>Exam #2 (Chapters 8-17)</td>
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<td>4/18</td>
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Last updated on: December 4, 2014