UNIVERSITY OF SOUTH FLORIDA – SARASOTA/MANATEE
College of Business
www.COB.USF.edu

INTERNATIONAL MARKETING
MAR4156-521 CRN 20175
Spring 2015: Prof. Noel
Web-Based 100% on-line USF CANVAS

This on-line class is asynchronous, allowing students to complete their weekly coursework at a
time which provides flexibility with their schedule and still allows students to meet course
timelines. This course is designed for the self-learner who needs minimal classroom instruction.
However, this course will maintain the same standards and assignments as in-class offerings via
extensive usage of USF Canvas. Students are expected to keep pace with all materials and
assignments and encouraged to meet or contact your professor on a needs basis. All class WSJ
assignments will be posted a minimum of seven days prior to the due date and are due by
9:00am on the next Tuesday. Tuesdays will be the standard day of the week all assignments,
exams and reports are set to be submitted.

SPRING SEMESTER 2015

PROFESSOR:  DR. NOEL MARK NOËL

E-Mail Address  Use Canvas for all of your class assignments including your exams. General inquiries
please use XMAS@sar.usf.edu with MAR4156 in the e-mail subject box as it is filtered
Don’t assume it reaches me unless you get a reply confirmation within a day or so. You
can also drop off papers at the front desk 2nd floor Rotunda – however I prefer Canvas or
e-mails so I can reply back to you and have a digital record.

OFFICE:  USF, SMC – C234, 8350 Tamiami Trail, Sarasota Fl 43243-2025
OFFICE PHONE:  (941) 359-4339: Fax 359-4367
OFFICE HRS:  Tuesday & Wednesdays 9:30-12:00 after classes & by APPOINTMENT

Prerequisites:  MAR3023
Assignments:  http://my.usf.edu – CANVAS - Check weekly for Current Course Info & Grades
REQUIRED TEXTBOOK & READINGS:


**What to Expect When No One’s Expecting** by Jonathan V. Last 2013 Encounter Books ISBN 978-1-59403-641-5 ~ $10 used on Amazon

Access to the Wall Street Journal: I will post weekly articles and discussion questions that you can “Google” access. WSJ online denies access after several specific searches within a time period. The WSJ is a rich source of data you can use to embellish your final project using their online search format. I will post student subscription access which is 15 weeks for $15 during the first week.

**GLOCAL: Think globally – act locally.**

COURSE DESCRIPTION: Why take this course?
Globalization 3.0. In his book “The World Is Flat: A Brief History of the Twenty-First Century” Thomas Friedman noted that the world has become a level playing field in terms of commerce, where all competitors have an equal opportunity. Technology is at the root of this change. More than ever, MARKETING needs to be in the forefront for any company to remain competitive in the global market place. This course will discuss the factors affecting international business with the marketing management functions of market research and segmentation; product, promotion, distribution, and pricing decisions.

COURSE GOALS & BENEFITS:
This course is designed to sharpen your marketing skills in designing, organizing, executing and evaluating marketing activities in this complex and constantly altering global environment. Studying the key strategic elements of the marketing process, you will explore today’s big marketing challenges including the impact of social media on brand management, low-price competition and market commoditization.

COURSE OBJECTIVES: WHY INTERNATIONAL MARKETING?
The days of isolated or shielded markets where foreign suppliers or competitors cannot play - are no more. All companies now operate in an international environment where customers can be scattered around the globe and new entrants can emerge from any economy with different business models and cost structures. This presents an exciting but daunting challenge for those with responsibility for marketing. This course will provide you with a structured approach to access international marketing opportunities, as well as, applications of marketing principles, strategies and tools to specific situations. The WSJ readings and assignments will be used to illustrate contemporary situations and awareness to international marketing opportunities.

LEARNING OUTCOMES:
The student passing this course has demonstrated the ability to conduct in-depth research and understanding of international marketing related to environmental scanning of both home and foreign country comparisons. Students will be tested based on their understanding of text materials, their ability to integrate institutional understanding of a country’s position in the global economy by means of a final project, book critique, and assigned and written WSJ articles on key international topics and issues related to marketing.
GRADING POLICY:

Grading is based on a timely resume, three exams of approximately 75 m/c questions each, a book critique, WSJ assignments, and a final individual project.

Respectable Resume Due January 5 to 9

Exams: three on line exams @ at 225pts (~75 m/c x 3) 675 pts exams

Book Critique 75 due Jan 23 on Canvas in a doc file

Country Marketing Analysis Project 150 due April 14 Pwt format

WSJ assigned article reports: 10 pts@ 100 pts for 10 weekly assignments.

Grades are based on 90% + is an A: 80 to 89%: B etc. Based on summation of all grades earned

No plus or minus grades are given in this class.

The on-line exams are scheduled for the posted date only and will allow 90 minutes to complete. The answers will be scuffled with 75 short M/C questions.

Each of the three exams is highly recommended to be taken on the posted date. Any make-up exams will be different from that in class and must be taken ASAP with prior notification and scheduled monitoring times. Without prior approval from me you will not be allowed to retake the exam in fairness to the other students - and your future employer! All late assignments will lose points at my discretion with no accepted assignments after 3 weeks.

Assignments:

Book critique details will be posted on Canvas assignments:

WSJ articles and questions will be posted weekly in Canvas assignments.

Your final project format and content will be posted on Canvas assignments.

Logging onto CANVAS:

If you encounter any Canvas related problems or difficulties contact the second floor rotunda Information Commons staff. They are there from 9am to 9pm M-F and 9 to 5 Fridays at 941-359-4225. They also provide tutorials on many software programs...
<table>
<thead>
<tr>
<th>Week/Date</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 January 13</td>
<td>Post your resume on Canvas Grades between Jan 5 and Jan 9. This will verify you are enrolled in the class. All assignments, your Book Critique and exams are submitted through CANVAS, while your Final Project (PowerPoint format with notes section open) is to be sent with an attachment to my personal e-mail address at <a href="mailto:xmas@sar.usf.edu">xmas@sar.usf.edu</a>. Send any general inquiries to my personal e-mail and I should be able to respond within 24 hours. I’m using Tuesdays as our base day of the week for course submissions.</td>
</tr>
<tr>
<td>#2 Jan 13</td>
<td>Self-Review: Text chapters 1 &amp; 2 (WSJ article report #1 due by Tuesday week 3) (Assignment #1 include your top three foreign countries of interest and reason why)</td>
</tr>
<tr>
<td>#3 Jan 20</td>
<td>Self-Review: Text chapters 3 &amp; 4 (WSJ article report #2 due by Tuesday week 4)</td>
</tr>
<tr>
<td>#4 Jan 27</td>
<td>Self-Review: Text chapter 5 <strong>Book Critique due</strong></td>
</tr>
<tr>
<td>#5 Feb 3* Exam</td>
<td>Exam #1 Chapters 1-5 (75 m/c x 3pts = 225) (WSJ article report #3 due by Tuesday week 6)</td>
</tr>
<tr>
<td>#6 Feb 10</td>
<td>Self-Review: Text chapters 6 &amp; 7 (WSJ article report #4 due by Tuesday week 7)</td>
</tr>
<tr>
<td>#7 Feb 17</td>
<td>Self-Review: Text chapters 8 &amp; 9 (WSJ article report #5 due by Tuesday week 8)</td>
</tr>
<tr>
<td>#8 Feb 24</td>
<td>Self-Review: Text chapter 10 (WSJ article report #6 due by Tuesday week 9)</td>
</tr>
<tr>
<td>#9 Mar 4</td>
<td><strong>Spring Break</strong></td>
</tr>
<tr>
<td>#10 Mar 10* Exam</td>
<td>Exam #2 Chapters 6-10 (75 m/c x 3pts = 225) (WSJ article report #7 due by Tuesday week 11)</td>
</tr>
<tr>
<td>#11 Mar 17</td>
<td>Self-Review: Text chapters 11 &amp; 12 (WSJ article report #8 due by Tuesday week 12) Mar 22nd Last day to drop without academic penalty</td>
</tr>
<tr>
<td>#12 Mar 31</td>
<td>Self-Review: Text chapters 13 &amp; 14 (WSJ article report #9 due by Tuesday week 13)</td>
</tr>
<tr>
<td>#13 April 7</td>
<td>Complete final project</td>
</tr>
<tr>
<td>#14 April 14</td>
<td><strong>Final Project Due: Country Marketing Analysis Project.</strong> (WSJ article report #10 due by Tuesday week 14)</td>
</tr>
<tr>
<td>#15 April 21</td>
<td>Self-Review: Text chapter 15</td>
</tr>
<tr>
<td>#16 April 26* Exam</td>
<td>Final Exam Chapters 11-15 (75 m/c x 3pts = 225)</td>
</tr>
</tbody>
</table>
USFSM AND USF SYSTEM POLICIES
(The standard stuff!)

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 catalog, **USFSM Undergraduate Catalog** or **USFSM Graduate 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 catalog: **USFSM Undergraduate Catalog** or **USFSM Graduate 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 **Safety Preparedness Website** for further information.

D. **Disabilities Accommodation:** Students are responsible for registering with the Office of Student Disabilities (SDS) in order to receive academic accommodations. It is up to the student to provide the instructor with a copy of the official Memo of Accommodation. Please contact 941-359-4714.

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. **Web Portal Information:** Every newly enrolled USF student receives an official USF e-mail Account. Students receive official USF correspondence and Canvas information. It is your responsibility to check Canvas weekly for assignments and posted grades.

- This syllabus is subject to change, modification, variation, abrogation, and alteration.