

TENNESSEE CONSORTIUM FOR INTERNATIONAL STUDIES
SYLLABUS OUTLINE

GLOBAL MANAGEMENT AND MARKETING (INTERNATIONAL BUSINESS)
4000 LEVEL COURSE
DON ROY, PHD.
MIDDLE TENNESSEE STATE UNIVERSITY

Credit Hours: 3

Catalog Course Description:

Examination of strategic issues facing marketing managers. Emphasis placed on challenges of marketing outside a firm's home country including external marketing environment, cultural considerations, and adapting the marketing mix to host countries.

How Program Site Will Be Incorporated into the Course:

One site visit/field trip each week will be scheduled to interact with marketing practitioners in Dutch firms. These visits, coupled with students' exploration as consumers, will serve as a basis for contrasting marketing strategies for U.S. firms with marketing in a foreign market.

Prerequisites:

Principles of Marketing (3000 level)

Textbook(s) and Other Course Materials:

- Dana-Nicoleta Lascu (2009), *International Marketing*, 3rd Ed., Cengage. ISBN-13: 9781426628467
- Articles assigned by professor (TBD)

I. Week/Unit/Topic Basis: modify for number of weeks

Week	Topics
1	Global Marketing Environment & Strategy
2	Product and Pricing Strategies
3	Distribution and Promotion Strategies

II. Course Objectives*:

- A. Gain an understanding of characteristics in the external marketing environment that influence decisions made by marketing managers involved in global marketing activities. (I.2, II.3, III.1, III.2, III.5, IV.2, IV.3, IV. 4, IV. 5)

- B. Develop an awareness of cultural influences throughout the world that affect human behaviors with a focus on the impact of culture in marketing contexts. (I.2, II.3, III.1, III. 2, III. 3, III. 4, III.6, III. 7, IV.2, IV. 4, IV. 5)
- C. Understand the importance of the global economy to modern business practices. (I.2, II.3, III.1, III.2, III.5, IV.2, IV.3, IV. 4, IV. 5)
- D. Create knowledge of strategic marketing decisions that are made in a global marketing context. (I.2, II.3, III.1, III.2, III.5, IV.2, IV.3, IV. 4, IV. 5)
- E. Demonstrate ability to apply marketing concepts through analysis of global marketing cases. (I.2, I.5, I.7, III.5, III.6, VI.6)

*Roman numerals after course objectives reference TBR's general education goals.

III. Instructional Processes*:

Students will:

- 1. Read assigned chapters and articles and participate in class discussions. (*Communication Outcome, Humanities and/or Fine Arts Outcome, History Outcome*)
- 2. Strengthen written communication skills by writing papers that summarize and analyze global marketing issues presented in assigned articles. (*Communication Outcome, Humanities and/or Fine Arts Outcome, History Outcome*)
- 3. Strengthen critical thinking and written communication skills by preparing a case analysis of a global marketing situation facing a firm. (*Communication Outcome, Humanities and/or Fine Arts Outcome, History Outcome, Mathematics Outcome*)
- 4. Take part in all field trips and reflect on their experiences through reflective writing assignments. (*Communication Outcome, Humanities and/or Fine Arts Outcome, History Outcome*)

*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

- 1. Identify relevant factors in the external global marketing environment and their differences from the domestic marketing environment. (A, C, E)
- 2. Know the dimensions of culture and general cultural tendencies of major industrial countries. (A, B)
- 3. Understand the influence of culture on consumer behavior and marketing practice in global markets. (B, D, E)
- 4. Be familiar with the global footprint of major firms and global marketing options for small businesses (C, D)

5. Demonstrate ability to summarize and analyze global marketing issues. (A, B, C, D)
6. Apply knowledge of global marketing concepts to make decisions in case situations faced by global firms (A, B, D, E)

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

2 Exams based on textbook and assigned articles (25% each, 50% total)

B. Case Analysis

2 Cases - Written summary/analysis/recommendation of global marketing cases (10% each, 20% total)

C. Other Evaluation Methods:

Article summary/analysis assignments (20%)

Field trips reflective report (10%)

D. Grading Scale:

90-100	= A
87-89	= B+
83-86	= B
80-82	= B-
77-79	= C+
73-76	= C
70-72	= C-
67-69	= D+
63-66	= D
60-62	= D-
< 60	= F

VI. Policies:

A. Attendance Policy:

Attendance is of utmost importance in study abroad courses. There are no unexcused absences permitted. Multiple unexcused absences are grounds for removal from the program. Being in class on time is also very important. Frequent tardiness will be considered an absence and appropriate action will be taken. Absences due to illness must be reported immediately to the program director.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices: Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments. In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or zero for the assignment or (2) an F for the course.

VII. Instructional Hours:

This course will consist of a minimum of 37.5 full hours of formal instruction.

MGMT 4000
INTERNATIONAL BUSINESS
TNCIS – NETHERLANDS 2010
COURSE SCHEDULE

Date	Topic	Assignment	Notes
F 6/18	TRAVEL		
SA 6/19	TRAVEL		
M 6/20	AMSTERDAM CITY TOUR		
T 6/21	1) Intro to International Marketing 2) International Marketing Environment	1) Read Ch. 1 2) Read Ch. 2	
W 6/22	1) International Trade 2) Cultural Influences	1) Read Ch. 3 2) Read Ch. 5	
TH 6/23	Guest Lecturer: Culture and Marketing		
F 6/24	GROUP EXCURSION - Amsterdam		
SA 6/25	FREE DAY		
SU 6/26	TRAVEL/FREE DAY		
M 6/27	1) Marketing Research 2) Strategic Planning	1) Read Ch. 6 2) Read Ch. 7	
T 6/28	Exam 1		
W 6/29	Field Trip: Diamond Exchange		
TH 6/30	1) Expansion Strategies 2) Branding Decisions	1) Read Ch. 8 2) Read Ch. 9	
F 7/1	GROUP EXCURSION		
SA 7/2	FREE DAY		
SU 7/3	TRAVEL/FREE DAY		
M 7/4	1) Supply Chain Management 2) Retailing	1) Read Ch. 11 2) Read Ch. 12	
T 7/5	1) Promotion Strategy 2) Personal Selling	1) Read Ch. 13 2) Read Ch. 15	
W 7/6	Field Trip: Advertising Agency		
TH 7/7	Exam 2		
F 7/8	GROUP EXCURSION		
SA 7/9	FREE DAY		
SU 7/10	FREE		
M 7/11	TRAVEL		
T 7/12	TRAVEL		