

Course	MNGT 4330 – International Marketing
Term	Fall 2, 2008 LA Air Force Base
Instructor	NAME: DR. J. WILLIAM STINDE, PHD, CFM EMAIL: billstinde@cs.com PHONE: (626) 576-1770
Catalog Description	The student will be exposed to several aspects of international marketing; these will include the international marketing mix, product, pricing, distribution, and promotion, as well as emerging issues in international trade, such as trading barriers, and standardization/adaptation.
Prerequisites	MNGT 3500 – Marketing or its equivalent.
Course Level Learning Outcomes	At the end of the course the student will have achieved the following: <ul style="list-style-type: none"> • A knowledge of international marketing terminology and its concepts; • A knowledge of the similarities and differences between international marketing and domestic marketing; • A knowledge of the various external environments of international marketing (economic, cultural and legal/political) and their impacts upon marketing; • A knowledge of the need for, and use of, marketing research, and appropriate techniques, for effective marketing; • A knowledge of the four key aspects of marketing – product/service development, pricing, distribution and promotion – and how these are applied in the international market place; • A framework for application and integration of marketing management concepts in the international market; • An awareness of current and emerging global issues (trade blocs, trade agreements, the China market, etc.) as they affect international marketing.
Materials	Textbook: <i>International Marketing</i> , by Cateora & Graham, McGraw Hill, 13 th Edition, ISBN 0073080063; ISBN-13 9780073080062 Copies of current readings from periodicals and magazines such as The Economist, Business Week and Fortune or other relevant sources can be used to provide further insight into specific topics and will provide a more current perspective than the textbook. You can call MBS Direct at 800-325-3252 and give your school name, site or program, and course number or access the Virtual Bookstore at http://bookstore.mbsdirect.net/WEBSTER.HTM .

Grading	The grades will be assigned on the basis of the presentation (50%), the written paper (25%) and classroom participation (25%)
Activities	<p>All reading assignments should be completed before class. Students should be ready to discuss the assigned material, chapter readings and cases during the class.</p> <p>Cases from the textbook will be assigned. All students should prepare for all cases and should participate in class discussions. Students can also be expected to introduce and/or lead case discussion as assigned. This will contribute to their class participation grade.</p> <p>A term project will be assigned which will require students individually select two countries to analyze select a product (or product group) and develop a plan to market this product in these countries. One of these countries is to be developed the other is not. The US can not be used. The student is to analyze that market from several aspects of the environment of international business and its impact on the marketing mix for a low-cost generic product. A written report and presentation will be made to share students' findings with other class members.</p> <p>Class participation will be 25% of grading. This is to encourage students to participate in case discussions, offer comments on their personal experiences or thoughts / questions on course material.</p>
Policy Statements: University Policies	<p>CLASS ATTENDANCE: The following Webster University Graduate School Policy is in effect for this course:</p> <p>A. The University reserves the right to drop students who do not attend class the first week of the term/semester.</p> <p>B. The student should notify the instructor prior to class if an absence is anticipated and he or she should not miss more than four contact hours. Makeup work will be assigned and if the absence is unexcused, it may exceed the material presented</p> <p>C. For absences of eight hours, the instructor has the option to lower the student's grade one letter grade and to inform the student of the action.</p> <p>D. If a student is absent twelve hours or more, the instructor has the option to assign a grade of "F" (work that is unsatisfactory) and to inform the student of the action. It is the student's responsibility to withdraw from the course.</p> <p>E. For excused absences, in extreme cases, when the instructor chooses to award a grade of Incomplete (I) for twelve hours missed, the student must provide acceptable documentation to verify that the absences were unavoidable (e.g. illness, military duty/TDY). The actions will be</p>

	<p>coordinated with the Site Director, who will ensure that the documentation is placed in the student's file.</p> <p>F. In all cases, without excused absences, the student should withdraw from the course if he or she has more than twelve hours of absences.</p> <p>ETHICS: Webster University strives to be a center of academic excellence. As part of our Statement of Ethics, the University strives to preserve academic honor and integrity by repudiating all forms of academic and intellectual dishonesty, including cheating, plagiarism, and all other forms of academic dishonesty. Academic dishonesty is unacceptable and is subject to disciplinary action. The University reserves the right to utilize electronic databases, such as Turnitin.com, to assist faculty and students with their academic work.</p>																		
Course Policies	<p>This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the students. The schedule below presents an approximate expectation of course progress. The instructor reserves the right to change the overall course grade weighting. Any changes will be announced in class.</p>																		
Weekly Schedule	<table border="1"> <tr> <td data-bbox="444 1003 743 1094">1 23-Oct Ch 19, 1 & 2</td> <td data-bbox="743 1003 1404 1094">Ch 19 Negotiation with International Customers Scope and Challenge of International Marketing and the Dynamic Environment of International Trade</td> </tr> <tr> <td data-bbox="444 1094 743 1163">2 30-Oct Ch 3, 4 & 5</td> <td data-bbox="743 1094 1404 1163">Cultural Environment of Global Markets History, Geography, Culture, Style and Business Systems</td> </tr> <tr> <td data-bbox="444 1163 743 1232">3 6-Nov Ch 6 & 7</td> <td data-bbox="743 1163 1404 1232">Cultural Environment of Global Markets Political and Legal</td> </tr> <tr> <td data-bbox="444 1232 743 1302">4 13-Nov Ch 8, 9 & 10</td> <td data-bbox="743 1232 1404 1302">Assessing the Global Market Global Vision, Emerging Markets, Regions and Groups</td> </tr> <tr> <td data-bbox="444 1302 743 1371">5 20-Nov Ch 11,14 & 15</td> <td data-bbox="743 1302 1404 1371">Developing Global Marketing Strategies Management, Products for Business, Exporting and Logistics</td> </tr> <tr> <td data-bbox="444 1371 743 1415">6 27-Nov Thanksgiving</td> <td data-bbox="743 1371 1404 1415">Draft Paper on countries turn in on December 4</td> </tr> <tr> <td data-bbox="444 1415 743 1484">7 4-Dec Ch 16</td> <td data-bbox="743 1415 1404 1484">Developing Global Marketing Strategies & Implementing Global Marketing Strategies International Advertising</td> </tr> <tr> <td data-bbox="444 1484 743 1518">8 11-Dec</td> <td data-bbox="743 1484 1404 1518">oral presentations turn in final projects</td> </tr> <tr> <td data-bbox="444 1518 743 1545">9 18-Dec</td> <td data-bbox="743 1518 1404 1545">oral presentations turn in final projects</td> </tr> </table>	1 23-Oct Ch 19, 1 & 2	Ch 19 Negotiation with International Customers Scope and Challenge of International Marketing and the Dynamic Environment of International Trade	2 30-Oct Ch 3, 4 & 5	Cultural Environment of Global Markets History, Geography, Culture, Style and Business Systems	3 6-Nov Ch 6 & 7	Cultural Environment of Global Markets Political and Legal	4 13-Nov Ch 8, 9 & 10	Assessing the Global Market Global Vision, Emerging Markets, Regions and Groups	5 20-Nov Ch 11,14 & 15	Developing Global Marketing Strategies Management, Products for Business, Exporting and Logistics	6 27-Nov Thanksgiving	Draft Paper on countries turn in on December 4	7 4-Dec Ch 16	Developing Global Marketing Strategies & Implementing Global Marketing Strategies International Advertising	8 11-Dec	oral presentations turn in final projects	9 18-Dec	oral presentations turn in final projects
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Additional Information	None																		