

**COLLIN COLLEGE COURSE SYLLABUS
MARKETING PROGRAM
SPRING, 2019**

Course Number: IBUS 1354.XS7

CRN: 22941

Course Title: International Marketing Management

Course Description: Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, and distribution factors Development of an international export/import marketing plan

Course Credit Hours: 3

Lecture Hours: 3

Measurable Student Learning Outcomes

State Mandated Student Learning Outcomes:

Upon completion of this class, students will be able to

1. Conduct market development in the context of the firm's global environment
(C3,C8,C10,C11,C12,C13,C18,C19)
2. Discuss the process of international marketing from a strategic and operational standpoint. (C1,C2,C3,C4,C5,C6,C11,C12,C13,C14,C18,C19)
3. Prepare an international export/import marketing plan for a product or service, including an explanation of marketing possibilities for a country.
(F1,F2,F6,F7,F8,F9,C1,C2,C3,C4,C11,C12,C13,C14,C16,C19)

Secretary's Commission on the Acquisition of Necessary Skills (SCANS) – SCANS skills are a Group of foundational skills and workplace competencies that the Secretary's Commission on the Acquisition of Necessary Skills established as vitally important for workplace success in the 21st century. In Collin's workforce programs, the SCANS skills are developed and reinforced throughout the curriculum to provide students with an opportunity to hone these skills/competencies in the context of their education. Over the course of an entire degree program, the successful student is expected to demonstrate all the SCANS skills and competencies as part of their education. The SCANS Foundation Skills and Workplace Competencies are described at

http://www.collin.edu/academics/programs/Workforce_SCANS_Syllabi_Code_Key.pdf

COURSE WITHDRAWAL POLICY:

See the current *Collin Student Handbook* for the last day to withdraw.

No instructor may withdraw you from class. You must complete a drop form from Admissions and Records and formally withdraw yourself. If you simply stop coming to class, you will receive a grade based on the points that you had earned at the time that you stopped attending.

Collin College Academic Policies:

Please see section 7-2.2 of the Collin Student Handbook.

NOTE: *There is hardly any way to breach Academic Ethics in this course, but if you do, you will receive a failing grade for the entire course, not just for the work involved.* NOTE: If you use someone else's work as your own, whether the material is from another student, a friend, an acquaintance, from written material, or any other source, you must give credit to your source; you must not turn in the work as your own. By the same token, you must not share your work with other students unless you are working on a project with those students.

In either instance, you are equally guilty of plagiarism (plain old stealing of someone else's work) or of aiding someone else in committing plagiarism.

There is nothing wrong with using information from outside sources; just be sure to give credit to the author(s). If you are unsure about whether information that you want to use is permissible, ask me.

AMERICANS WITH DISABILITIES ACT STATEMENT:

Collin College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140, or 972.881.5898 (V/TTD;972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Instructor's Information:

Instructor's Name: Julius Makanjuola

Office Number: N/A

Office Hours:

Contact Information:

Phone Number: (Please use only "Inbox" in Canvas to contact me.)

Email Address: jmakanjuola@collin.edu (Use only "Inbox" in Canvas to contact me.)

You may use my Cougarmail address only if Canvas is not working.

Class Information:

Section Number: XS7

Class Meeting Times: Tuesday and Thursday nights 6:30-9:45

Class Meeting Location: Spring Creek Campus, Room K234

Course Resources:

Textbook: NONE

Supplies: NONE

ATTENDANCE POLICY:

If you miss as many as six (6) hours of class time (equivalent to two entire class meetings, but including late minutes and leaving-early minutes), I reserve the right no longer to accept any work that you submit.

Attendance is very important, especially in five -week classes, in order for you to participate with class members in projects and class activities. I will take your attendance and participation into account when I am calculating your final grade. Remember that being present and breathing does not constitute participation. Talk with me before dropping this class; we can determine if we can salvage the course for you.

IMPORTANT NOTE: I do understand how difficult it is not to be able to check texts during class time, so I will do my best to give you a few minutes in between activities to check yours. Other than during those times, DO NOT BRING OUT ELECTRONIC EQUIPMENT UNLESS YOU ARE SIGNALING ME THAT YOU ARE LEAVING CLASS, AND THAT YOU EXPECT TO BE COUNTED ABSENT FOR THAT ENTIRE CLASS MEETING.

Being Respectful Do not carry on private conversations outside of class discussions, or study for other courses, or balance your checkbook, or file your nails, or read a newspaper, or check your phone Inbox, or check email Inbox, or, indeed, engage in any other behavior disrespectful of your classmates and professor. I will offer anyone my utmost attention and will respect every point of view which is considerately expressed and seriously presented, but do not be disrespectful of me or of other students.

NOTE: Just as with electronic communication, do not act in a disrespectful manner toward your classmates, outside speakers, or to me when we are communicating in person. Do not be late for class as that is a form of disrespect; being late will keep you from beginning with others in the class and you will, therefore, have to work on your own, thus losing a great deal from the learning experience.

Religious Holy Days: Refer to the current *Collin Student Handbook*. Be sure to alert me **at the beginning of the first class meeting if you will miss class because of anything connected with your religious practices.**

PLEASE NOTE: If you have to miss any hours of meeting time during this five-week class, you should talk with me about remaining enrolled for it; you must have time to understand, participate, and complete all assignments.

Method of Evaluation:

In this course you will be required to write up and report on a culture; to attend and report on a field trip; to use information from culture reports to construct and turn in a comparison paper, and to participate fully in in-class and outside activities.

Culture Report (1) (SLOs 3,4)	40%
Weekly Reviews (SLOs 1,4)	20%
Technology Orientation and Canvas Quiz	3%
Field Trip (SLO 1)	27%
Team Evaluation (from Field Trip).	10%

NOTE: If you do not complete and submit a Team Evaluation Form, you will receive NO points for this part, no matter how your team mates evaluate you.

Student Technical Support: Student technical support is available 24/7 at 972.377.1877 or sts@collin.edu.

Although ***you will not receive a written grade for every in-class activity***, I will take into account your attendance and participation, as well as the quality of that participation, when I am calculating your final course grade.

We will discuss assignments in class, but if you have any questions about how you are doing on an assignment or how you are progressing in the course, do not ask another student; ask **me**. If you do ask another student, rather than coming to me, you will be responsible for any error in the completion of the assignment you cause by so doing. Inbox me through Canvas, or set an appointment and meet with me, and we will discuss your work. I will not discuss course, assignment, or grade information that is personal to you before other students.

NOTE: You are responsible for material covered during all class meetings, even those you miss. All information, Assignments, and deadlines are posted in Canvas, so even if you miss class, or lose the hard copy of your syllabus, you are responsible for keeping up in this class.

NOTE: If you have concerns about your work or any grades which you receive, see me *privately* and *immediately*. I am the only person who can make a decision about concerns in the class, so do not delay if you do have concerns. Check instructions for each assignment as I make it and each graded assignment as it appears in Canvas, so that you will not be too far away from the time of your original concern for me to be able to help you.

I DO NOT ACCEPT LATE WORK. You will submit all work to be graded through Canvas. If you miss any Canvas deadlines, you must contact me to ascertain if you will be able to make arrangements to turn in any work that is due. Please keep in mind that you will not be able to turn in work after a deadline unless you can show proof of circumstances beyond your control that prevented your completing the work by the deadline.

NOTE: Canvas will automatically shut down all submissions at the dates and times of deadlines.

Course Requirements/Deadlines: Students are required to

1. Attend class regularly and **on time**.
2. Demonstrate knowledge of all learning outcomes as determined and approved by the instructor.
3. Read all materials and do all work on time and with a quality dictated by the Group and/or by the instructor.
4. Take responsibility for their own learning process.
5. Cooperate freely with other students.
6. Do their own inspection as they work. (Check for accuracy.)

NOTE: All assignments are clearly stated in the Class Calendar, and, as well, all deadlines are posted in Canvas. Thus, you are responsible for submitting work according to those deadlines. *The information given in this class schedule covers the primary topics, but we will add others as current events and scheduled discussions dictate.*

TENTATIVE CLASS SCHEDULE

Week I

Tuesday, 02/26

Topics Covered: Introduction of students, professor, and course. Discussion of Syllabus and Class Calendar. Review of Marketing Mix. Explanation of the form for the Culture Report, and its use.

The form for the culture report is available on Canvas.

Assignment: 1) Complete Technology Orientation and Canvas Quiz. Submit by 6:00 p.m. 02/27.
2) Bring to class the names of at least two cultures on which you would like to report.

NOTE: We will not have more than one person reporting on the same culture.

Thursday, 02/28

Topics Covered: Turn in choices of cultures on which to report. Explanation of the Culture Report Assignment. Begin discussion of the External Marketing Environments. Discussion of ways in which culture affects negotiations among international customers. How, What, and Why to market to various types of cultures. How marketing to a culture is affected by each of the External Marketing Environments. U.S. Values, possible alternatives, and Management Functions affected.

ASSIGNMENT: Submit Weekly Review through Canvas by Monday, 03/04 at 6: p.m.

Week II

Tuesday, March 05

Topics Covered: Complete discussion of the External Marketing Environments. Explanation of The Hofstede Dimensions. Discussion of how the dimensions of the Hofstede research apply to marketing to various cultures and culture Groups.

Thursday, March 07

Topics Covered: Discuss Culturally Effective Communication.

Assignment: Submit a paper that explains how the Hofstede Dimensions relate to the culture on which you will report for this class. Be sure to include how the Dimensions affect communication in the culture on which you plan to report. Submit through Canvas by Tuesday, 03/06/19 at 6:00 p.m.

Week III

SPRING BREAK
MONDAY, MARCH 11-SUNDAY, MARCH 17, 2019

RELAX

Tuesday, March 19

Topics Covered: Q&A over Culture Reports. Assignment of dates for Culture Reports. Time in Computer lab to work on Culture Reports.

Thursday, March 21

Topics Covered: First group of Culture Report Presentations.

NOTE: You may submit the written portion of your Culture Report on the date that you present the oral version, (which will be best). But . . . In order to be fair to those who present earlier than others, everyone may have until Wednesday, March 21 at 11:00 p.m. to submit the written portions of his/her Culture Report.

**LAST DAY TO WITHDRAW FROM THIS CLASS WITH A GRADE OF W TUESDAY, MARCH 22, 2019
BY 5:00 P.M.**

WEEK IV

Tuesday, March 26

Topics Covered: Second Group of Culture Report Presentations.

NOTE: You may submit the written portion of your Culture Report on the date that you present the oral version, (which will be best). But . . . In order to be fair to those who present earlier than others, everyone may have until Wednesday, March 21 at 11:00 p.m. to submit the written portions of his/her Culture Report.

Thursday, March 28

Topics Covered: Third Group of Culture Report Presentations.

NOTE: You may submit the written portion of your Culture Report on the date that you present the oral version, (which will be best). But . . . In order to be fair to those who present earlier than others, everyone may have until Wednesday, March 21 at 11:00 p.m. to submit the written portions of his/her Culture Report.

Explanation of Field Trip and Field Trip Report. Assignment of field trip Groups.

ASSIGNMENT : On Tuesday, March 27, meet your Group and complete the Field Trip assignment on 03/27/19.

Written portion due through Canvas by 03/28/19 at 11:00 p.m.

WEEK V

Tuesday, April 02

Topics Covered: **Meet your Group and complete the Field Trip assignment.**

Written portion due through Canvas by 04/03/19 at 11:00 p.m.

NOTE: You will not receive your complete grade for the Field Trip Assignment until your Group has completed the oral presentation.

Thursday, April 04

Topics Covered: Present Field Trip Reports.

Assignment: Submit your completed Team Evaluation Form through Canvas before you leave class tonight.

NOTE: YOU WILL ONLY RECEIVE POINTS FOR THE TEAM EVALUATION IF YOU SUBMIT ONE YOURSELF, NO MATTER HOW HIGH YOUR TEAM MATES RATE YOU. DO NOT GIVE YOURSELF A ZERO FOR THIS PART OF THE FIELD TRIP ASSIGNMENT.

DO NOT USE FRACTIONS OR DECIMALS WHEN EVALUATING YOURSELF AND YOUR TEAM MEMBERS. USE ONLY WHOLE NUMBERS.

BE SURE TO INCLUDE AN EXPLANATION FOR EACH RATING THAT YOU GIVE . . . DO NOT SIMPLY REPEAT THE SAME WORDING FOR EACH TEAM MEMBER.

HAPPY TRAILS!!!

INSTRUCTIONS FOR ASSIGNMENTS COMPLETED OUTSIDE CLASS

1. **All work completed outside class, should be submitted through Canvas, and must be submitted by the due date(s) in order for me to accept it. Keep in mind that Canvas automatically shuts down assignment acceptance when the date and time of that assignment arrive.**

2. a. If you do need to make arrangements with me to miss a class, to turn an assignment in at a time different from its due date, to ask me about a grade, to ask questions about an assignment, or for any other concern that you have, you actually have to correspond with me **through "Inbox" in Canvas** in time for me to see your Inbox well in advance of the class time in which we will be discussing the assignment to which you are referring. Leaving me an Inbox message that you will not be in class, and telling me what you plan to do about what you will miss is NOT the same as making arrangements with me.
b. If class time that you will miss includes Group work, be courteous enough to contact your Group and make arrangements to complete your part. If you have made arrangements with me, and will not be participating with your Group for final submission of any sort, do let your Group members know that you will not be completing the assignment with them.

5. If you have questions about an assignment, be sure to ask me, not another student, as only I know what both the philosophy behind the assignment and the ultimate goals of the assignment are. If you *do* ask another student about an assignment rather than coming to me, you will be responsible for errors in the completion of the assignment that you cause by so doing.

6. a. **I do not give Group grades.** If you work with other students on a Group assignment, you will receive a grade reflective of the amount and quality of team work and work turned in that you yourself actually performed. In addition to the evaluating of your Group projects by me, your team members for the final project will also evaluate each member of the Group, including themselves.
b. ***YOU WILL ONLY RECEIVE POINTS FOR THE TEAM EVALUATION IF YOU SUBMIT ONE YOURSELF, NO MATTER HOW HIGH YOUR TEAM MATES RATE YOU. DO NOT GIVE YOURSELF A ZERO FOR THIS PART OF THE FIELD TRIP ASSIGNMENT.***

7. COMPLETE ALL DISCUSSIONS WITH GROUP MEMBERS *THROUGH CANVAS ONLY*. IF YOU WORK IN CANVAS, I WILL BE ABLE TO READ YOUR DISCUSSIONS AND CONTRIBUTIONS, AND I WILL BE ABLE TO GUIDE YOU.

IF, HOWEVER, YOU TEXT ONE ANOTHER, OR USE ANYTHING OTHER THAN CANVAS, I WILL NOT BE ABLE TO GIVE YOU HELP WITH ASSIGNMENTS, AND I WILL NOT BE ABLE TO LOOK UP WORK SHOULD ANYTHING GO WRONG WITH A FINAL SUBMISSION.

8. When working within a Group, DO NOT submit any work separately from what your Group submits. Canvas automatically replaces any work previously submitted with new work that it receives.