

MKTG 4400: International Marketing

Semester: Spring 2014
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Text: Philip Cateora and John Graham, International Marketing 16th Edition, 0-07-352997-4, McGraw-Hill, New York.

http://connect.mcgraw-hill.com/class/s_moussalli_spring_2014

This syllabus is subject to change as the semester progresses to accommodate instructional and/or student needs.

COURSE DESCRIPTION

An introductory course in International Marketing which will provide an understanding of the growing commercial and economic interdependence among nations and the complexities of doing business across international borders.

COURSE APPROACH

Lectures will be followed by videos, case discussions, and/or presentations by students. Student will be assigned a group project and will be required to submit a paper and to make a presentation.

COURSE REQUIREMENTS

Presentations: Make a 10-15 minute presentation on the international current event(s) of the week based on selected articles from the WSJ, Business Week, Fortune, etc.

Group Project: Your firm is considering introducing a product (of your choice) in a foreign country (to be assigned during class). You have been asked to prepare a report to your company President and Board of Directors. This report will serve the company in reaching a decision as to whether or not to invest in that venture. The Country Notebook Guideline on P. 594 of your textbook may be used as a guide. Working on groups of 4-5

students, you will be asked to submit a written report and make an oral presentation. More details on the specifics will be discussed throughout the semester.

In order to ensure that every member of the group does his/her fair share of the work, the following policy will be followed. If a group member refuses to come to meetings or refuses to do the work required by the group they can be fired. To fire a group member, send them an email letting them know when they must meet with the group and/or the work that they must do (send a copy to Dr. Moussalli). If they do not do the work or attend the meeting, send a follow up email firing the group member (send Dr. Moussalli a copy). Students fired from a group get a 0 on the project. Groups do not have to tolerate members who simply fail to do the necessary work and expect to piggyback on the shoulders of others.

GRADING INFORMATION

1. All portions of the Auburn University Honesty Code (Title XII) found in the Tiger Club will apply to this class.
2. The numerical computation of the grade will be as follows:

Exam1	15%
Exam 2	20%
Attendance, Participation and Presentations	5%
Group Project	20%
Final Exam	40%
3. To receive the maximum grade for participation, you should:
 - Come to class on time for every lecture.
 - Read your assigned material and be ready to discuss it.
 - Bring in some new and interesting stories and ideas.
4. The basis for the award of letter grade is as follows:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F
5. Students are expected to attend every class.
6. Students are expected to take the exams on the dates and times scheduled. Only students with approved medical excuses will be allowed to make up a test provided they inform the instructor prior to the test date.

TENTATIVE SCHEDULE

1/13	Course Overview	
1/13	The Scope and Challenge of International Marketing	Chapter 1
1/20	The Dynamic Environment of International Trade	Chapter 2
1/27	History and Geography	Chapter 3
2/3	Culture, Management Style, and Business Systems	Chapters 4, 5
2/10	Exam 1 (Chaps 1-4)	
2/17	The Political Environment	Chapter 6
2/24	International Legal Environment	Chapter 7
3/3	Developing a Global Vision through Marketing Research	Chapter 8
3/17	Europe, Africa and the Middle East	Chapter 10
3/24	Exam 2 (Chaps 5-8)	
3/31	The Asia Pacific region	Chapter 11
4/7	Integrated Marketing Communications	Chapter 16
4/14	Economic Development in the Americas	Chapter 9
4/14	International Marketing Channels	Chapter 15
4/21	Group Projects-- Presentations	

The final exam will cover chaps. 9, 10, 11, 15, 16.

The final will be on Monday, April 28, 2014 at 7pm