Course Objective: The objective of this course is for you to gain a basic overview and understanding of global marketing opportunities, problems, and strategies. Specifically, you should learn about the impact of global environmental factors on marketing decisions and acquire knowledge about major international marketing concepts. Also, you should appreciate basic cross-cultural sensitivities and skills that will enable you to identify, analyze, and solve international marketing problems.

Course Content:  
Global business environment and trends  
International marketing opportunities  
Reasons for doing business abroad  
Bases of international marketing  
Economic environment  
Socio-cultural environment  
Political-legal environment  
Economic cooperation and integration  
International marketing research  
International market selection  
Export/non-export strategies  
International product decisions  
International pricing decisions  
International promotion decisions  
International distribution decisions  
Ethical issues

Reading Material:  
1) International Marketing, 15 ed. by Cateora, Gilly, and Graham, 2) articles handed out in class, and 3) political map of the world.

Evaluation: Your performance will be evaluated through 1) Major exams and small tests, 2) A term project, 3) behavior in class.

NOTE: If you need course adaptations or accommodations, make an appointment to see me as soon as possible.
Tentative grade distribution:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major exams</td>
<td>4 @ 100</td>
</tr>
<tr>
<td>Minor tests</td>
<td>10 @ 15</td>
</tr>
<tr>
<td>Project</td>
<td>1 @ 150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>

Number of Points You Need for the Grade You Want

- 630-700 = A
- 560-629 = B
- 490-559 = C
- 420-489 = D
- Below 420 = F

*Some components of the grade may change during the semester. If this change occurs, the total points may change, also.*

Attendance: You attendance is tied to your grade in the following manner:

<table>
<thead>
<tr>
<th>Number of Absences</th>
<th>Effect on your Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>+2%</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>4-6</td>
<td>-10%</td>
</tr>
<tr>
<td>Over 6</td>
<td>-20%</td>
</tr>
</tbody>
</table>

Tentative schedule:

- **Chapters:**
  - 1-4
  - 5,6,7,9
  - 13, 14, 15, 18
  - 19
  - Date:
    - Feb 11
    - March 20
    - April 22
    - May 8

Oral reports will be scheduled throughout the semester starting in April.

Rusche College of Business  
Syllabus Addendum

Program Learning Outcomes:

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at [http://cobweb.sfasu.edu/plo.html](http://cobweb.sfasu.edu/plo.html).
General Student Policies:

Academic Integrity (A-9.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Withheld Grades Semester Grades Policy (A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

August 20, 2010