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

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Email: nbkshetr@uncg.edu
Fax: 334-5580
Office location: 368 BRYAN

Required Text

http://highered.mcgraw-hill.com/sites/0073529974/information_center_view0/supplements.html

Or

Philip Cateora and John Graham and Mary Gilly. International Marketing 17th Edition,
http://www.mheducation.com/highered/product/international-marketing-cateora-graham/M0077842162.html
Course catalog description

Activities that direct the flow of products to markets in a transnational, transcultural context; transcultural consumer behavior; channel strategy, physical distribution, promotion, and pricing.

STUDENT LEARNING OUTCOMES:

At the completion of the course, students will be able to:

1) Describe international marketing (IM) and the international marketing process.
2) Identify the major trends and forces that are changing the global marketing landscape.
3) Evaluate international marketing information for decision making.
4) Evaluate the obstacles and challenges in building and managing brands in international markets.
5) Analyze the changes in international marketing strategies during the product’s life cycle.
6) Evaluate the internal and external forces that influence an organization’s international marketing strategy.
7) Evaluate the attractiveness of international market segment from a target market perspective.
8) Evaluate the roles of ethics in international marketing activities.
9) Apply the tools and concepts learnt in the course to develop a customer-driven international marketing strategy and mix.

Format

This online course requires you to participate in online discussion, take quizzes and exams online, doing assignments and analysing cases. A tentative outline of activities is provided in this syllabus.

Evaluation Items

Online Attendance, Participation and Contribution (250 points)

Discussion is an important component of this course. You are expected to login regularly, read other course participants’ posts and post to the discussion topics (at least ten posts are required). The purpose of online discussions is to supplement the materials covered in class. Your postings enhance and enrich not only your own learning but also that of your fellow course participants. Please feel free to post anything that contributes to our learning of marketing.

As an example of a post see: “The U.S. government’s recent initiatives to revitalize export” (Nir Kshetri)

TWO of the posts are required to be on the forum “Online video contribution”. Your posts on this forum will be free videos available online (e.g., YouTube) to help understand some concepts related to international marketing. One of them will be your original post and the other will be your comments on one or more posts of others participants’ on this forum.

As an example see: McDonald's Opens an All-Vegetarian Restaurant in India (Nir Kshetri)
At least **THREE** of the posts are required to be on the readings/articles. I will create a forum for each article/case.

Your posts are evaluated using the following criteria:

- a) Have you done additional research and included source(s) of your information? You need to include each reference in its complete form, not just the link.
- b) Have you connected your discussion with materials from your textbook or those discussed in the class?
- c) Have you connected your posts with the current business related events (some of them)?
- d) Do your posts refer to other course participants’ posts (some of them)?
- e) Are your posts uniformly distributed throughout the session?
- f) Are they sufficient long (that is, at least 2 paragraphs)?
- g) Are they insightful and provide the reader with new ideas?

The last day for posting on the discussion board is **August 5, 2017**. Please copy all of your posts in **ONE** word document and email me before **August 7, 2017**. Make sure that each post has the date you posted on the canvas.

**Exam 1 (100 points)**

More details about this exam will be available on the Canvas. Please inform the instructor immediately if you experience a technical problem in taking a test on the Canvas.

**Exam 2 (100 points)**

More details will be available on the Canvas. Please inform the instructor immediately if you experience a technical problem in taking a test on the Canvas.

**Exam 3 (200 points)**

Details will be announced on the Canvas. Please inform the instructor immediately if you experience a technical problem in taking a test on the Canvas.

**Assignments (350 points)**

You are required to submit a written analysis of two cases. More details will be available on Canvas.

Assignment 1 carries 150 points. Assignment 2 carries 200 points.
Assignment 1:

Case Analysis of: Alibaba and the 2,236 cyber thieves

Assignment 2:

Case Analysis: Marketing to the Bottom of the Pyramid

**GRADING SCALE:**

Points possible for the various evaluation components are summarized below:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Attendance, Participation and Contribution</td>
<td>250</td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Exam 3</td>
<td>200</td>
</tr>
<tr>
<td>Individual assignment 1 (Case 1)</td>
<td>150</td>
</tr>
<tr>
<td>Individual assignment 2 (Case 2)</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>1,000</td>
</tr>
</tbody>
</table>

The following scoring system will be used for the final grade.

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
<th>Score</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>950 – 1,000</td>
<td>A</td>
<td>790 – 819</td>
<td>B-</td>
</tr>
<tr>
<td>915 – 949</td>
<td>A-</td>
<td>760 – 789</td>
<td>C+</td>
</tr>
<tr>
<td>870 – 914</td>
<td>B+</td>
<td>740 – 759</td>
<td>C</td>
</tr>
<tr>
<td>820 – 869</td>
<td>B</td>
<td>0 – 739</td>
<td>F</td>
</tr>
</tbody>
</table>

The following criteria will apply to the grading of assignments.

A: Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The student’s work goes beyond the task and contains additional, unexpected or outstanding features.

B: Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.

C: Work that fails to demonstrate a basic or technical understanding of the material under study, and fails to use relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.
TENTATIVE COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Detail</th>
<th>Remarks</th>
</tr>
</thead>
</table>
| 1 (June 26-July 2) | • The Scope and Challenge of International Marketing  
• Culture, Management Style, and Business Systems | • Chapters 1, 5  
• Handouts                        |
| 2 (July 3- July 9) | • The Political Environment  
• The International Legal Environment: Playing by the Rules  
• Developing a Global Vision through Market Research  
• Readings: # 1 | • Chapters 6, 7, 8  
• Handouts  
• Exam 1 online. This exam will open on 7/6 at 5 PM and will be available for 48 hours. |
| 3 (July 10- July 16) | • Global Marketing Management: Planning and Organization  
• Products and Services for Consumers  
• Products and Services for Businesses  
• Readings: # 2 | • Chapters 12, 13, 14  
• Handouts  
• Assignment 1 due 7/13: Alibaba and the 2,236 cyber thieves |
| 4 (July 17- July 23) | • Global e-commerce, outsourcing and offshoring  
• Global issues in data privacy and security  
• Readings: # 3  
• Readings: # 4 | • Handouts  
• Exam 2 online. This exam will open on 7/20 at 5 PM and will be available for 48 hours. |
| 5 (July 24- July 30) | • International Marketing Channel  
• Integrated Marketing Communications and International Advertising  
• Readings: # 5  
• Readings: # 6  
• Readings: # 7 | • Chapters 15, 16  
• Handouts |
| 6 (July 31- August 6) | • Pricing for International Markets  
• Negotiating with International Customers, Partners and Regulators  
• Readings: # 8 | • Chapter 18, 19  
• Exam 3 online. This exam will open on 8/3 at 5 PM and will be available for 48 hours! |
Slides and handouts are available in the “Files” section of the Canvas

Readings for online discussion

**Academic Integrity Policy:**
Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The syllabus will provide a link to the complete description of the Academic Integrity Policy as found in the UNCG Graduate Bulletin.
http://academicintegrity.uncg.edu/complete/

**Final Examination:**
There will be no final proctored examination.

**Additional Requirements:**

**Late Work Penalty**
Assignments may not be submitted late. Exceptions will be granted only in rare circumstances and be evaluated on a case-by-case basis.

**Expectations of Students**
Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at http://academicintegrity.uncg.edu/complete/ and http://studentconduct.uncg.edu/policy/code/. The Bryan School has additional expectations and guidelines for students to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

**Expectations of Faculty**
The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at http://provost.uncg.edu/faculty/h_section4.asp In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.
Instructor Information

Nir Kshetri is Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro and a research fellow at Research Institute for Economics & Business Administration - Kobe University. Nir is the author of seven books. His 2014 book Global Entrepreneurship: Environment and Strategy (Routledge: New York) was selected as an Outstanding Academic Title by Choice Magazine. Nir has also published about 100 articles in various journals. Nir participated as lead discussant at the Peer Review meeting of the UN's Information Economy Report 2013 and Information Economy Report 2015.


Nir has travelled to about 100 countries. He has taught classes or presented research papers (over 165) at various national and international meetings/conference in Azerbaijan, Argentina, Belgium, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, India, Indonesia, Italy, Japan, Lithuania, Macao, Malaysia, Mexico, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Peru, Portugal, Rwanda, Romania, Serbia, Sri Lanka, South Africa, South Korea, Singapore, Sri Lanka, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey, Uganda and Vietnam.

Nir has been interviewed and/or quoted in over 100 TV channels, magazines and newspapers from Australia, Brunei, Canada, China, Colombia, France, India, Italy, Japan, Malaysia, Mexico, Morocco, New Zealand, Qatar, Tanzania, Thailand, the Philippines, the U.S., United Arab Emirates and other countries including HPC in the Cloud, Foreign Policy, Telecommunications, Simply Security, The Business Journal of the Greater Triad Area, Jamestown News, Greensboro News and Record, El Nuevo Herald, Mother Nature Network, Gulf-Times.com, The Times of India, news24.com, Canoe.ca, key4biz.it, aufaitmaroc.com, rtbf.be, livemint.com, World News Australia, Brunei Times, Leadership Magazine and High Point Enterprise.