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

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Office hours: Online  
Office location: 368 BRYAN

Required Text

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

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.

**TWO** of the posts are required to be on the forum “Online video contribution”. Your posts on this forum free videos available online (e.g., YouTube) to help learn 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. Please visit the forum for more information.

**I will provide examples on the Canvas.**

At least **THREE** of the posts are required to be on readings from the folder “Additional cases and articles for online discussion” in the course document area. I will create a forum for each article/case in this folder.

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 2, 2015**. Please copy all of your posts in **ONE** word document and email me before the end of the semester. Make sure that each post has the date you posted on the canvas.

**Weekend Puzzles/challenges**
There will also be a forum on Weekend Puzzles/Challenges. Posts in this forum are expected to be about two paragraph-long. I will post puzzles/challenges by Friday and you must post your response by Sunday. You need to cite the references and apply some IM concepts from the book. Best answers for each puzzle/challenge will be awarded 10 extra credit points. Up to three posts in this forum can count towards the required ten posts. However, you can respond to as many puzzles/challenges as you like.

**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 Blackboard. 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.

**Case Analyses (350 points)**

You are required to submit a written analysis of the following two cases. At the very least, you are required to summarize the case, answer the questions at the end and provide actionable and operational recommendations to the company.

The first case (Case 3.1) carries 150 points. The second case (Case 3.3) carries 200 points.

Case 3.1: International Marketing Research at the Mayo Clinic
Case 3.3: 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>
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<tbody>
<tr>
<td>Online Attendance, Participation and Contribution</td>
<td>250</td>
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<tr>
<td>Exam 1</td>
<td>100</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
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<tr>
<td>Exam 3</td>
<td>200</td>
</tr>
<tr>
<td>Individual assignment 1 (Case 1)</td>
<td>150</td>
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<tr>
<td>Individual assignment 2 (Case 2)</td>
<td>200</td>
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The following scoring system will be used for the final grade.

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>945 – 1,000</td>
<td>A</td>
<td>790 – 819</td>
<td>B-</td>
</tr>
<tr>
<td>910 – 944</td>
<td>A-</td>
<td>760 – 789</td>
<td>C+</td>
</tr>
<tr>
<td>870 – 909</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>
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</tbody>
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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.

F: Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

**TENTATIVE COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Detail</th>
<th>Remarks</th>
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| 1 (June 22-June 28) | ● The Scope and Challenge of International Marketing  
● Culture, Management Style, and Business Systems  
● Case discussion: Case 2.1: The Not-So-Wonderful World of EuroDisney | ● Chapters 1, 5  
● Handouts  
● Readings: #1, #2 |
| 2 (June 29-July 5) | ● The Political Environment  
● The International Legal Environment: Playing by the Rules  
● Developing a Global Vision through Market Research | ● Chapters 6, 7, 8  
● Handouts  
● Readings: #3, #4, #5  
● Exam 1 will be available from 5 PM on July 3 to 5 PM on July 5.  
● Case 3.1: International Marketing Research at the Mayo Clinic: due |
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Topics</th>
<th>Notes</th>
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<tbody>
<tr>
<td>July 6 - July 12</td>
<td>• Global Marketing Management: Planning and Organization</td>
<td>• Chapters 12, 13, 14&lt;br&gt;• Handouts&lt;br&gt;• Readings: #6, #7&lt;br&gt;• Exam 2 will be available from 5 PM on July 9 to 5 PM on July 11.</td>
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<td>• Products and Services for Consumers</td>
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<td>• Products and Services for Businesses</td>
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<td>July 13 - July 19</td>
<td>• Global e-commerce, outsourcing and offshoring</td>
<td>• Readings: #8, #9, #10, #11, #12.</td>
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<td>• Global issues in data privacy and security</td>
<td>• Handouts</td>
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<td>July 20 - July 26</td>
<td>• International Marketing Channel</td>
<td>• Chapters 15, 16&lt;br&gt;• Handouts&lt;br&gt;Readings: #13, #14, #15, #16.</td>
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<td>• Integrated Marketing Communications and International Advertising</td>
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<td>July 27 - August 2</td>
<td>• Pricing for International Markets&lt;sup&gt;1&lt;/sup&gt;,&lt;sup&gt;2&lt;/sup&gt;</td>
<td>• Chapter 18, 19&lt;br&gt;• Reading: #17&lt;br&gt;• Exam 3 will be available from 5 PM on August 1 to 5 PM on August 3.</td>
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<td>• Negotiating with International Customers, Partners and Regulators</td>
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<tr>
<td>August 5</td>
<td>• Case 2 preparation/submission</td>
<td>Case 3.3: Marketing to the Bottom of the Pyramid: due August 5.</td>
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Slides and handouts are available in the “Course Document” section of the Canvas

**Articles required**


ACADEMIC INTEGRITY POLICY: Students are responsible for becoming familiar with the Academic Integrity Policy in all its aspects and for indicating their knowledge and acceptance of the Policy by signing the Academic Integrity pledge on all major work submitted for the course. Specific information on the Academic Integrity Policy may be found on the UNCG web site at http://academicintegrity.uncg.edu

The Bryan School faculty has approved a set of guidelines for the conduct of classes. They can be found at:

http://www.uncg.edu/bae/faculty_student_guidelines_sp07.pdf
**Instructor Information**

Nir Kshetri is Professor at Bryan School of Business and Economics, The University of North Carolina-Greensboro (UNCG). He is a research fellow at Research Institute for Economics & Business Administration - Kobe University, Japan. Nir holds a Ph D in Business Administration from University of Rhode Island; an M.B.A. from Banaras Hindu University (India); and an M. Sc. (Mathematics) and an M. A. (Economics) from Tribhuvan University (Nepal).

Nir’s previously held positions include faculty member at Kathmandu University (Nepal) and visiting lecturer at Lancaster University (U.K.). He has held visiting professorship in Kobe University, Japan, European Business School, Paris, France, Bad Mergentheim Business School, Baden-Wuerttemberg, Germany, Transatlantik-Institut, Fachhochschule Ludwigshafen am Rhein, Germany and Konrad Lorenz University, Bogota, Colombia. During 1997-99, Nir was a consultant and a trainer for the Food and Agricultural Organization (FAO) of the United Nations, German Technical Cooperation (GTZ) and Agricultural Development Bank of Nepal.


Nir participated as lead discussant at the Peer Review meeting of the UN’s Information Economy Report 2013 and Information Economy Report 2015. Other UN Agencies such as International Telecommunications Union, Comisión Económica para América Latina y el Caribe (CEPAL) and the Internet Governance Forum, the US Army War College and private organizations have invited him to give talks on cybersecurity and other topics. Nir has travelled to about ninety countries. He has given lectures or presented research papers (over 155) at various national and international meetings/conference in Azerbaijan, Argentinia, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Estonia, France, Germany, Greece, Guatemala, India, Indonesia, Italy, Japan, Malaysia, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Portugal, Romania, Serbia, South Africa, South Korea, Singapore, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey and Uganda.


Nir has been interviewed and/or quoted in over 60 magazines and newspapers published 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, auffaitmaroc.com, rtfb.be, livemint.com, World News Australia, Brunei Times, Leadership Magazine and High Point Enterprise. Nir’s work has also been featured at the UNCG homepage.