



**University of North Carolina at Greensboro  
Bryan School of Business and Economics  
MBA 733-71D: International Marketing Management  
Summer 2021 (June 22-August 3)**

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

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Personal Zoom link for scheduled one-to-one meetings:

<https://uncg.zoom.us/j/6123211532?pwd=dnY0d0h4b0g2YXpBK0Y5V1hrYjlpZz09>

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## Required Text

Philip Cateora and John Graham and Mary Gilly.

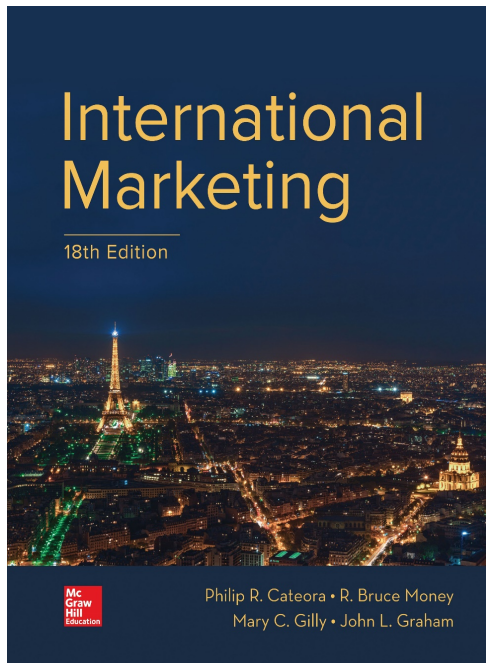
International Marketing 17th Edition,

<http://www.mheducation.com/highered/product/international-marketing-cateora-graham/M0077842162.html>



Or

Philip Cateora and John Graham and Mary Gilly and Bruce Money. International Marketing 18th Edition, <https://www.mheducation.com/highered/product/international-marketing-cateora-graham/M9781259712357.html>  
ISBN10: 1259712354  
ISBN13: 9781259712357  
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## 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 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.

As an example of a post see: "The U.S. government's recent initiatives to revitalize export" (**Nir Kshetri**)

**One** of the posts is required to be on the forum "Online video contribution". Your posts on this forum will be on videos available online (e.g., YouTube) to help understand some concepts related to international marketing. 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 the readings?
- 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 you posting regularly throughout the session (at least one each week)?
- f) Are they sufficient long (that is, at least 2-3 paragraphs)?
- g) Are they insightful and provide the reader with new ideas?

The last day for posting on the discussion board is **August 2, 2021**. Please copy all of your posts in **ONE** word document and email me before **August 4, 2021**. 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 me 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 me 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 me 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. Both cases focus on China's digital Yuan as a product/innovation. In Assignment 1, you will analyze its China's digital Yuan's potential adoption in China. In Assignment 2, you will analyze the potential internationalization of the digital Yuan.

More details will be available on Canvas.

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

#### **Assignment 1:**

Case Analysis of: **China's digital yuan: Among the most advanced central bank digital currencies**

Please cite all the sources of your information. Your analysis is expected to be about 2,500 words in length excluding tables, figures and references.

#### **Assignment 2:**

Case Analysis of **Internationalizing the digital yuan**

Please cite all the sources of your information. Your analysis is expected to be about 3,000 words in length excluding tables, figures and references.

## GRADING SCALE:

*Points possible for the various evaluation components are summarized below:*

Component	Points possible
Online Attendance, Participation and Contribution	250
Exam 1	100
Exam 2	100
Exam 3	200
Individual assignment 1	150
Individual assignment 2	200
Total	1,000

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

Score	Grade	Score	Grade
965 – 1,000	A	790 – 819	B-
930 – 964	A-	760 – 789	C+
870 – 929	B+	740 – 759	C
820 – 869	B	0 – 739	F

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

Week	Detail	Remarks
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1 (June 22- June 27)	<ul style="list-style-type: none"> <li>• The Scope and Challenge of International Marketing</li> <li>• Culture, Management Style, and Business Systems</li> <li>• Case discussion: The Not-So-Wonderful World of EuroDisney</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 1, 5</li> <li>• Handouts</li> </ul>
2 (June 28- July 4)	<ul style="list-style-type: none"> <li>• The Political Environment: A Critical Concern</li> <li>• The International Legal Environment: Playing by the Rules</li> <li>• Reading: # 1</li> <li>• Economic and Technological environment affecting marketing activities (not related to a chapter in the textbook: based on the readings below)</li> <li>• Reading: # 2</li> <li>• Reading: # 3</li> <li>• Reading: # 4</li> <li>• Developing a Global Vision through Market Research</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 6, 7, 8</li> <li>• Handouts</li> <li>• Exam 1 online. This exam will open on 6/30 at 5 PM and will be available for 48 hours.</li> </ul>
3 (July 5- July 11)	<ul style="list-style-type: none"> <li>• Global Marketing Management: Planning and Organization</li> <li>• Products and Services for Consumers</li> <li>• Products and Services for Businesses</li> <li>• Reading: # 5</li> <li>• Reading: # 6</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 12, 13, 14</li> <li>• Handouts</li> <li>• Assignment 1 due 7/9</li> </ul>
4 (July 12- July 18)	<ul style="list-style-type: none"> <li>• Global e-commerce, outsourcing and offshoring (not related to a chapter in the textbook: based on the readings below)</li> <li>• Reading: # 7</li> <li>• Reading: # 8</li> <li>• Reading: # 9</li> <li>• Global issues in data privacy and security (not related to a chapter in the textbook: based on the readings below)</li> <li>• Reading: # 10</li> <li>• Reading: # 11</li> </ul>	<ul style="list-style-type: none"> <li>• Handouts</li> <li>• Exam 2 online. This exam will open on 7/14 at 5 PM and will be available for 48 hours.</li> </ul>

5 (July 19- July 25)	<ul style="list-style-type: none"> <li>• International Marketing Channel</li> <li>• Integrated Marketing Communications and International Advertising</li> <li>• International supply chains (Based on the readings below)</li> <li>• Reading: # 12</li> <li>• Reading: # 13</li> <li>• Reading: # 14</li> </ul>	<ul style="list-style-type: none"> <li>• Chapters 15, 16</li> <li>• Handouts</li> </ul>
6 (July 26- August 1)	<ul style="list-style-type: none"> <li>• Pricing for International Markets</li> <li>• Negotiating with International Customers, Partners and Regulators</li> </ul>	<ul style="list-style-type: none"> <li>• Chapter 18, 19</li> <li>• Exam 3 online. This exam will open on 7/29 at 5 PM and will be available for 96 hours</li> </ul>
7 (August 2- August 3)	<ul style="list-style-type: none"> <li>• Assignment 2 preparation/submission</li> </ul>	Assignment 2 due 8/3

Slides and handouts are available in the “Files” section of the Canvas

### Readings for online discussion

<https://uncg.instructure.com/courses/91390/files/folder/Readings>

1. Kshetri, Nir, Besada, H., Sharma, R. and Rojas, D. (2021). " Smart Contract in the Global South" IEEE IT Professional
2. Kshetri, Nir (2019), " Chinese internet users turn to the blockchain to fight against government censorship" February 25, Conversation, <https://theconversation.com/chinese-internet-users-turn-to-the-blockchain-to-fight-against-government-censorship-111795>
3. Kshetri, Nir and S. Acharya (2012). "Mobile Payment in Emerging Markets," *IEEE IT Professional*, 14(4) 9-14.
4. Rojas-Torres, Diana, Nir Kshetri, Mamduh M. Hanafi, Samia Kouki (2021). "Financial Technology in Latin America," *IEEE IT Professional* 23(1) pp. 95-98
5. Kshetri, Nir (2021). "Economics of the Internet of things in Sub-Saharan Africa"
6. Kshetri, Nir and Voas, J. (2018). "Blockchain in Developing Countries" *IEEE IT Professional* 20(2), 11-14.
7. Kshetri, Nir (2018). " Rural e-Commerce in Developing Countries" *IEEE IT Professional*, 20(2), 91-95
8. Kshetri, Nir (2018). " 5G in E-Commerce Activities" *IEEE IT Professional*, 20(4), 73-
9. Kshetri, Nir, Torbjorn Fredriksson and Diana Rojas (2017). *Big Data and Cloud Computing for Development: Lessons from Key Industries and Economies in the Global South*, Routledge: New York, Chapter 6: E-commerce

10. Kshetri, Nir and L. Alcantara, 2017. "Data Privacy Laws and Online Advertising", AMCIS Proceedings.
11. Kshetri, Nir (2021). "Disinformation and misinformation as digital threats"
12. Kshetri, Nir (2019). "Blockchain and The Economics of Food Safety" IEEE IT Professional
13. Kshetri, Nir (2018), "Blockchain systems are tracking food safety and origins" November 21, Conversation, <https://theconversation.com/blockchain-systems-are-tracking-food-safety-and-origins-106491>
14. Kshetri, Nir (2021). "Economics of blockchain-based supply chain traceability in developing countries"

### **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](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](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](http://www.uncg.edu/bae/faculty_student_guidelines.pdf).



## Instructor Information

Nir Kshetri is a Professor at University of North Carolina-Greensboro and a research fellow at Kobe University. He has authored ten books, one of which has been selected as an Outstanding Academic Title by Choice Magazine. He has also published more than 170 academic articles. He has been ranked as the world's most published and second most cited author in research on blockchain in Logistics and Supply Chain Management by IEEE Transactions on Engineering Management (2020) and second most cited and sixth most published author in blockchain research by Central University of Tamil Nadu (2020). Nir was the winner of IT Professional's Most Popular Paper Award in 2020, 2019 and 2018 and Outstanding Contribution in Authorships award in 2020 and 2019. He also won the Blockchain Connect Conference's Most Influential Blockchain Research Paper in 2019.

His editorial roles include Computing's Economics editor of Computer, IT Economics editor of IT Professional and Associate Editor of Electronic Commerce Research. His works have millions of readers worldwide.

Nir has been quoted/interviewed and/or his work has been featured by hundreds of media outlets worldwide such as Wall Street Journal, Foreign Policy, Public Radio International, Scientific American, Bloomberg TV, Channel News Asia, CBS News, TV Mundo (Peru), ABF TV (Brazil), Fortune, Time, Fast Company, Forbes, Christian Science Monitor, SF Gate, U.S. News & World Report, New Boston Post, Observer, International Business Times, Business Standards, Money, Slate and Salon. He has provided consulting services to Asian Development Bank, various UN agencies and a number of private companies. In 2018, he gave a TED Talk about the potential roles of cryptocurrencies in fighting poverty ([https://www.youtube.com/watch?v=WDo\\_Jlov9R4](https://www.youtube.com/watch?v=WDo_Jlov9R4)).

Nir has travelled to over 100 countries. He has taught classes or presented research papers (over 200) 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, Hong Kong, India, Indonesia, Italy, Japan, Kazakhstan, Lithuania, Macao, Malaysia, Mexico, Mongolia, Morocco, Myanmar, Nepal, New Zealand, Oman, Peru, Portugal, Rwanda, Romania, Serbia, Sri Lanka, South Africa, South Korea, Singapore, Slovenia, Sri Lanka, Sweden, Switzerland, Thailand, Taiwan, the Philippines, the U.K., the U.S., Tunisia, Turkey, Uganda, United Arab Emirates, Vanuatu and Vietnam.

