

Syllabus

International Business

Course Description

IBUS 1354 International Marketing Management

Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing and distribution factors. Development of an international export/import marketing plan. Credit: 3 (3 lecture)

Prerequisites

None

Course Goals (includes competencies, incorporation of SCANS, etc.)

The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

STATEMENT OF FOUNDATION SKILLS AND WORKPLACE COMPETENCIES (SCANS SKILLS)

A study was conducted for the Department of Labor by the American Society for Training and Development which identified the seven skills U. S. employers want most in entry level employees. These skills are motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership.

HCCS is committed to preparing every student with the knowledge and skills needed to succeed in today's dynamic work environment. Towards this end, the following skills will be included in this course. Testing and assessing these skills will vary according to individual instructors. The following are examples of how these skills may be incorporated in this course.

- Exhibiting Interpersonal Skills
 - Teach others by making an individual class presentation on a subject related to international marketing management. The presentation will be evaluated on content, appropriate attire, use of visual aids, eye contact and professional manner. The presentation will count 15% of the semester grade.
 - Serve customers by preparing a short in-class essay on the concept of internal and external customers. The essay will answer the questions: Who are the student's and instructor's customers and how can we best serve these customers? Students will discuss their essays with a partner and then share with the class. The essays will become part of the portfolio that is 5% of the semester grade.
 - Lead work teams by participating in class team exercises whereby each student has an opportunity to be a leader. These exercises are evaluated as part of the Participation grade that is worth 5% of your grade.
- Demonstrating Basic Skills
 - Arithmetic/Mathematics by participating in a team exercise to develop a market research report utilizing various mathematical tools to present data. This assignment represents 5% of your final grade.

Instructor Information

Instructors will vary.

Textbook Information

Global Marketing, Keegan, Warren J. and Mark C. Green, Third Edition, Upper Saddle River, New

Jersey, Prentice Hall, 2003.

Lab Requirements (if any)

None

Students with Disabilities

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the Disability Services Office at the respective college at the beginning of each semester. Faculty are authorized to provide only the accommodations requested by the Disability Support Services Office."

For questions, contact Donna Price at 713-718-5165 or the Disability Counselor at your college. To visit the ADA Web site, log on to www.hccs.edu, click Future Students, scroll down the page and click on the words Disability Information.

- * Central ADA Counselors – John Reno – 713-718-6164, Martha Scribner – 713-718-6164
- * Northeast ADA Counselor – Kim Ingram – 713-718-8420
- * Northwest ADA Counselor – Mahnaz Kolaini – 713-718-5422
- * Southeast ADA Counselor – Jette Friis – 713-718-7218
- * Southwest ADA Counselor – Dr. Becky Hauri – 713-718-7910
- * Coleman ADA Counselor – Dr. Raj Gupta – 713-718-7631

Academic Honesty

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty"-includes, but is not limited to, cheating on a test, plagiarism, and collusion.

"Cheating"on a test includes:

- Copying from another student's test paper;
- Using materials that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting, in whole or in part the contents of an unadministered test;
- Bribing another person to obtain a test that has not been administered.

"Plagiarism"-means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"Collusion"-means the unauthorized collaboration with another person in preparing written work offered for credit.

Attendance and Withdrawal Policies

Class attendance is important. Generally, the course material is covered in the text; however, lectures and small group exercises augment and clarify the textbook material. You are encouraged to get to know your fellow students in order to have a source for lecture notes and handouts if you cannot attend a class session. Students are expected to assume the responsibility for learning. Your instructor will assist you, but the actual responsibility rests with you. Students are also expected to devote their energy to attaining the skills and knowledge required for their particular career goals. Disruptive activity that hinders other students' learning or deters an instructor from effective teaching will not be tolerated under any circumstances.

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes).

However, the student has the ultimate responsibility to withdraw from the course. Attending class lectures is vital to understanding, integrating, and applying the concepts discussed in class. Attendance will be kept according to HCCS rules. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor before the class period. Students absent from class are still responsible for all material assigned and/or covered during the missed session. Students arriving late or leaving early should notify the instructor ahead of time, and sit in a seating location that is least likely to disrupt the class.

For additional information refer to the HCCS catalog.

Course Requirements and Grading Policy

It is the policy of the Dean of Workforce that an Incomplete may be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time). Individual instructors may use a variety of grading policies and create tailored course requirements to their courses.

Testing

Individual instructors will create tests tailored to their course requirements.

Make-up policy

Individual instructors may have makeup policies. (Many do not allow makeup exams) Students should check with their instructors.

Projects, Assignments, Portfolios, Service Learning, Internships, etc.

Individual instructors will require projects and assignments based on their individual course requirements.

Course Content

Conduct basic market research in the context of the firm's direct and indirect global environment; discuss the process of international marketing from a strategic viewpoint; and prepare an international export/import marketing plan for a product or service.

Course Calendar with Reading Assignments

Reading assignments are associated with chapters covered on each exam. It is the student's responsibility to review the course syllabus; insuring correct chapters are read and studied prior to each exam.

Other Student Information (clubs, tutoring, web resources, etc.)

You have an opportunity to enhance your personal and intellectual growth by participating in a variety of activities.

GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT Refer to the Student Handbook, Catalog and Schedule.