

## **MKTG 4866, SECTION 01D, INTERNATIONAL MARKETING**

*FALL 2018, 3 CREDITS, AUGUST 13<sup>TH</sup> – DECEMBER 7<sup>TH</sup>*

<b>COURSE NUMBER, SECTION, AND TITLE OF THE COURSE .....</b>	<b>1</b>
<b>WOLF PACT.....</b>	<b>2</b>
<b>INSTRUCTOR INFORMATION .....</b>	<b>3</b>
<b>COURSE INFORMATION.....</b>	<b>3</b>
<b>LEARNING GOALS.....</b>	<b>3</b>
<b>TEXTBOOKS AND MATERIALS .....</b>	<b>3</b>
<b>COURSE POLICIES.....</b>	<b>4</b>
<b>ASSIGNMENTS .....</b>	<b>9</b>
<b>GRADING.....</b>	<b>10</b>
<b>COURSE CALENDAR.....</b>	<b>11</b>
<b>UNIVERSITY-WIDE SYLLABUS INFORMATION: .....</b>	<b>12</b>

## WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: \_\_\_\_\_

917#: \_\_\_\_\_

Date: \_\_\_\_\_



## INSTRUCTOR INFORMATION

**NAME:**

Agnieszka Chwialkowska, Ph.D.

**OFFICE LOCATION:**

Miller Hall 2305

**OFFICE HOURS:**

By appointment

**CONTACT INFORMATION:**

Phone: 678-839-5027

Communication Preference: *All communication in this course should take place via CourseDen emailing tool.*

## COURSE INFORMATION

**DESCRIPTION**

This course focuses on various topics in international marketing such as market research in a global setting and international marketing channels.

**PREREQUISITES**

Enrollment in this course requires a GPA of 2.00 or above and College of Business Major/Minor status.

**DELIVERY METHODS**

This is a hybrid course and we do not meet twice a week. However, attendance is obligatory. The course concentrates on structured experiences using the experiential learning model, and thus requires class participation. As activities and discussions take place in group context there are NO make-ups for missing a class. (Please see the course schedule for meeting dates).

This is course is Monday/Wednesdays at 9:30 am – 10:45 am.

## LEARNING GOALS

Upon completing the course, you will be able to:

- CO1. Define international marketing and key concepts related to global markets. (MG1)
- CO2. Identify cultural factors that affect consumer behavior. (MG2)
- CO3. Recognize factors companies take into account when planning international marketing involvement. (MG2, LG4, LG5)
- CO4. Apply basic marketing concepts and theories to international business situations. (MG2)
- CO5. Gather, analyze, and discuss trade and business information about global affairs and specific countries and interpret its implications for international business and marketing. (MG2, MG3, LG5, LG6)

## TEXTBOOKS AND MATERIALS

### TEXTBOOK 1

International Marketing, 16<sup>th</sup> ed., Cateora & Graham, McGraw Hill-Irwin.

### COURSE MATERIALS

Resources on CourseDen

Handouts distributed in class (required reading).

## COURSE POLICIES

### Attendance

The course concentrates on structured experiences using the experiential learning model, and thus requires class participation. As activities and discussions take place in group context there are **NO make-ups for missing a class.**

### COMMUNICATION

Please communicate any problems you have. If you need special accommodations, please make sure that you inform me about your situation prior to the beginning of the course or as soon as the need for my assistance arises. Please do not wait until the end of the semester (or on the due date) as at that point I will not be able to help you. Submit any relevant documentation to "Special accommodations and excused absences" in "About the Course" folder on CourseDen and e-mail the professor via the CourseDen messaging tool.

Before contacting the professor, consider whether the answer to your question would benefit other students in the class. If so, please post your question to the Q&A Forum. For details, please visit:

COURSEDEN -> CONTENT -> QUESTIONS?

If your question relates to your individual situation, please communicate via **e-mailing tool on CourseDen**. Please make sure that the subject line specifies what your e-mail is about:

**Like this:** Assignment #2. **Not like this:** Question.

### E-mail format

To make sure that your questions are answered promptly and accurately, please follow the format outlined below. Your professor will not answer messages that do not follow this format.

**Subject line**

Dear Doctor Chwialkowska,

*I am in your Class Name, Section  
Number that meets on This Day  
[1].*

This is the question I have or the  
help I need [2].

I have looked in the syllabus, Q&A  
forum, and at my notes from class  
and online and I asked someone  
else from the class [3], but I am still  
not sure about the answer.

This is the action I would like you to  
take [4].

Saying Thank You is always a  
good idea [5],

Yours sincerely,

First Name & Last Name [6]

**Response time**

I will respond to questions sent via CourseDen email and those posted on Q&A Forum within 48 hours during business days (Monday-Friday 9 a.m.-5 p.m.). As UWG emphasizes the importance of work-life balance, I will not be responding to any communication after business hours, during weekends and holidays.

**WHAT AM I EXPECTED TO DO TO COMPLETE THIS COURSE?**

You will be required to:

Complete assignments introducing you to the course and course policies [INDIVIDUAL GRADE]

Read book chapters (and other resources posted on CourseDen). [INDIVIDUAL GRADE]

Take module (online) quizzes. [INDIVIDUAL GRADE]

Take quizzes (in class). [INDIVIDUAL GRADE]

Attend the class (see course schedule for meeting dates) [INDIVIDUAL GRADE].

See COURSE OBJECTIVES and COURSE SCHEDULE for details.

## Other

### WHAT ELSE DO I NEED TO KNOW BEFORE TAKING THIS COURSE

#### Basic Technical Skills Required

To successfully complete the course, you need to have the following technical skills:

- Navigating CourseDen.
- Communicating via CourseDen email tool.
- Using CourseDen discussion board.
- Taking quizzes on CourseDen.
- Uploading assignments to CourseDen submission folders.
- Using a Web browser such as, e.g., Mozilla Firefox.
- Ability to google information and use it to solve basic problems.

#### Reading the Syllabus

Please read the syllabus at the beginning of the semester. When you are informed about the course requirements, you can plan your time to achieve the best result possible.

As this syllabus provides you with a summary of the course of study, examination requirements, and schedule, please consult it before writing an e-mail to your professor or posting to the Q&A forum.

You will also take Syllabus Quiz, and at the beginning of the course.

#### Deadline

Deadline is defined as:

**a**: a date or time before which something must be done

**b**: the time after which copy is not accepted for a particular issue of a publication

(Merriam-Webster Dictionary)

**Late submissions will not be accepted.**

#### Planning

This is a content-rich course and successfully completing it will require self-discipline and planning. That is why you are informed of all the deadlines and assignments at the very beginning of the course.

Please see COURSE SCHEDULE for deadlines and mark them in your calendar.

#### What Result Is Not

Hard work does not guarantee that your result is achieved. For instance, telling a professor that you worked very hard on the project does not mean that the result you achieved meets the criteria for an A grade.

NO RESULT + EXCUSE ≠ RESULT

When you are late, having a good excuse does not turn back the clock and make you be on time. Likewise, not delivering what is expected of you and having an excuse does not make a result magically appear.

## Taking Notes

Whether you are taking an in-class class or an online class, it is important to take notes both when you listen to a lecture, watch a video posted on CourseDen, or read your textbook, lecture slides, and articles. Taking notes is a very important skill that is necessary in your future career. Here you can find an interesting guide on how to take notes from your textbook: [Taking notes](#)

## Honor Code

By submitting any of the assignments and online quizzes, you agree with the following statement: "I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination."

You also acknowledge that you were made aware that if your submission turns out to be plagiarism, or does not adhere to the UWG Honor Code in any other way, **you will receive 0 points for this assignment and a failing grade for the entire course.**

In case of group assignments, you are made aware that even if your group member and not you personally plagiarized a part of the assignment, you and all group members are going to be held accountable – **every group member will receive 0 points for this assignment and a failing grade for the entire course.**

## Accessibility

To participate in the course, you will need internet access. All required materials aside from the textbook will be posted on CourseDen or distributed in class.

[CourseDen compatibility check](#)

[D2L Accessibility](#)

[Software FAQs](#)

[Acceptable Use Policy of Computer & Network Equipment](#)

Some of the practice exercises (not graded) will require you to use online applications (Quizlet). If you wish to complete them, here you can find the necessary links:

**Quizlet:** [Quizlet](#)

[Quizlet privacy policy](#)

[Quizlet accessibility policy](#)

Below you can also find links to technical requirements when watching TED talk videos, and viewing PDF documents.

[TED talks technical requirements](#)

[Adobe technical requirement](#)

You will also need to create and upload a video on YouTube

[YouTube privacy policy](#)

[YouTube uploading videos](#)

[YouTube support](#)

[YouTube accessibility](#)

For more information on technology requirements for courses at UWG, please see the IMPORTANT LINKS file on CourseDen

## OTHER RULES AND POLICIES

### Netiquette

Please show respect, courtesy, and professionalism toward your classmates in all communication.

Use spell check before posting to the discussion forums or when you write e-mails.  
Be respectful of others' views and opinions.  
Express your views even when your point of view contrasts the majority view presented.  
Think and edit before you click "Submit".  
Be aware that sometimes humor can be misinterpreted as being sarcastic (online discussions provide a limited possibility for reading your body language/facial expression).  
Don't use ALL CAPITAL LETTERS as this is considered "shouting".  
Avoid using acronyms.  
Do not dominate any discussion. Give your colleagues the space to join the discussion.  
Avoid using slang language.

## ACADEMIC HONESTY POLICY

You must adhere to the Academic Honesty Policy:

Lying, cheating, stealing, or engaging in plagiarism in pursuit of one's studies is a violation of academic honesty policy at UWG and will not be tolerated (Please read the university's catalog for the official statement on academic integrity and plagiarism). Students are responsible for understanding plagiarism.

In general, **plagiarism** is defined as the use of intellectual material produced by another person without acknowledging its source. The following are some examples of what is considered plagiarism:

- \* Copying of passages from works of others into an assignment, paper, discussion board posting, without acknowledgment.
- \* Cutting/pasting information available on the web or online databases.
- \* Using the views, opinions, or insights of another without acknowledgment.
- \* Paraphrasing another person's characteristic or original phraseology, metaphor, or other literary device without acknowledgment.

NOTE: Violations of the academic honesty policy may result in expulsion from the University. Being caught cheating during the exam or plagiarizing an assignment results in a failing grade for this course. There are no exceptions to this rule.

## IMPORTANT LINKS

### CourseDen Help & Troubleshooting

Please contact Courseden Help & Troubleshooting if you encounter technical difficulties unrelated to the course content as I will not be able to help you with technical problems.

[CourseDen \(D2L\)](#)

Monday-Friday

8:00 AM – 5:00 PM

678 839 62 48

[online@westga.edu](mailto:online@westga.edu)

[ITS FAQs](#)

[CourseDen Tutorials](#)

[ITS Chat](#)

[CourseDen Compatibility](#)

[D2L Accessibility](#)

[Software FAQ](#)

[Acceptable Use Policy of Computer & Network Equipment](#)

[About CourseDen](#)

[Textbook website](#)

[University Bookstore](#)

[Ingram Library Services](#)

[Course Evaluations](#)

[UWG Campus Writing Writing Center](#)

## ASSIGNMENTS

The course is worth 3 credit hours. You will need to spend about 10 – 15 hours a week on the course to receive a passing grade.

You will get access to all online assignments and quizzes at the beginning of the semester and can complete them at your own pace. However, please keep in mind the deadlines. The COURSE SCHEDULE is available in the START HERE folder on CourseDen.

*The syllabus and course schedule are subject to change at the discretion of the instructor. You will be informed of any changes via Announcement tool on CourseDen – please check the CourseDen announcements daily.*

### Introductory assignments

The following assignments have to be completed before the deadline (see COURSE SCHEDULE) if you want to be verified as attending the course (roster verification):

1. Syllabus Quiz
2. Confidentiality and Privacy Form
3. Academic Honesty Form

*A failure to complete any of the assignments listed above **before the deadline** will result in being marked as “not attending” during the roster verification process.*

### Online Quizzes

[Individually graded]

You are required to complete a module quiz after reading chapters in each module. **There are NO make-up quizzes.** (Please see the COURSE SCHEDULE on CourseDen for deadlines)

To prepare for the quiz, carefully read module objectives, the chapter in your textbook and other materials on CourseDen.

You have **one attempt** per quiz. You will have several days to complete the quiz, thus, being sick on the due day does not qualify you for special accommodation.

There are 6 quizzes (1 quiz/ study module). If you do not take the quiz before the deadline, you receive 0 points for that quiz.

You are to take the test by yourself.

Using your notes during an online exam, checking the answers on the Internet, taking the quiz with another person, or asking someone else to take the exam for you constitute academic dishonesty. Any incidences of academic dishonesty can result in you being withdrawn from the course with a failing grade. They will also be reported and become a part of the student's conduct record at UWG.

You have access to each quiz for several days before the deadline. Therefore, informing your professor at the time when the quiz is due that you cannot take it because you have no Internet connection or have to stay at work does not qualify you for an extension.

Please use UWG computer labs to take quizzes. Make sure that everything (e.g., your browser) is working properly before starting the quiz. Make sure that you save your answers regularly. Only technical difficulties of UWG IT system might excuse you if your quiz was not successfully submitted.

### Response time

Online quizzes are graded automatically upon completion. You will see your points in the GRADES TAB on CourseDen.

### In-Class Quizzes

There are four in-class quizzes. (Please see the course schedule on CourseDen)

Each in-class quiz will consist of a map quiz and knowledge test (based on the material presented in class). To prepare for each in-class quiz please study the countries listed on CourseDen, your notes from the class, and revise exercises we completed in class.

Bring a pencil (with an eraser) to each quiz.

ScanTrons (if needed) will be provided for you.

**There are NO make-up quizzes.** If you miss the quiz you receive 0 points.

With proper documentation and with prior approval (from professor), **university-sponsored events or sickness** might constitute the basis for your absence to be excused if communicated before the class. You must submit relevant documentation before the class you are missing.

All the documentation should be submitted into **submission folder on CourseDen ("Special accommodations & excused absences" folder)**. You must also send a message to the professor via CourseDen messaging tool **prior to** the class/quiz you are missing.

### RESPONSE TIME

In-class quizzes will be graded within five business days (Monday-Friday 9 am-5 pm) from the quiz date.

### FINAL EXAM

There will be no final exam

### EXTRA CREDIT

There will be no extra-credit assignment. Time management is an important and appreciated skill. You must take responsibility for planning and pacing your work throughout the semester.

## GRADING

Your final grade is calculated as a sum of points received for different assignments in this course.

Online Quizzes: 50%

Attendance: 25%

In-class map quizzes and knowledge tests: 25%

### Final grade

A: 90%+

B: 80% < 90%

C: 70% < 80%

D: 60% < 70%

F: Less than 60%

## COURSE CALENDAR

Week	Meetings/In-Class Quizzes	Due Dates
August 13 – 17	Wednesday, August 15	ROSTER ASSIGNMENTS – Friday, August 17, 4:45 p.m. <b>(online)</b>
August 20 – 24	Wednesday, August 22	Quiz Module 1: CHAPTERS 1 & 2 – Friday, August 24, 4:45 p.m. <b>(online)</b>
August 27 – 31	Wednesday, August 29 <b>MAP QUIZ - ASIA</b>	
September 3 – 7	-	Quiz Module 2: CHAPTERS 3 – 5 – Friday, September 7, 4:45 p.m. <b>(online)</b>
September 10 – 14		
September 17 – 21	Wednesday, September 19 <b>MAP QUIZ - EUROPE</b>	
September 24 – 28	-	Quiz Module 3: CHAPTERS 6 & 7 – Friday, September 28, 4:45 p.m. <b>(online)</b>
October 1 – 5	Wednesday, October 3 <b>MAP QUIZ - AFRICA</b>	
October 8 – 12	-	
October 15 – 19	Wednesday, October 17	Quiz Module 4: CHAPTERS 9 – 11 – Friday, October 19, 4:45 p.m. <b>(online)</b>
October 22 – 26	Wednesday, October 24 <b>MAP QUIZ - AMERICAS</b>	
Oct 29 – Nov 2	-	
November 5 – 9	Wednesday, November 7	

Week	Meetings/In-Class Quizzes	Due Dates
November 12 – 19	Wednesday, November 14	Quiz Module 5: CHAPTERS 12 – 15 – Friday, November 16, 4:45 p.m. <b>(online)</b>
November 19 – 23	<b>THANKSGIVING WEEK</b>	
November 26 – 30	-	
December 3 – 7	Wednesday, December 5	Quiz Module 6: CHAPTERS 16 – 18 – Friday, December 7, 4:45 p.m. <b>(online)</b>

\*Class attendance is obligatory

## UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.