



MKG400: INTERNATIONAL AND MULTI-CULTURAL MARKETING

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

COURSE DESCRIPTION:

This course provides a conceptual framework for marketing internationally using both traditional and digital marketing methods. Students explore development of international marketing programs, as well as the various macroenvironmental factors that affect decision-making in an international setting. Additionally, a multi-cultural view of marketing will look at differences across diverse consumer segments to influence future consumption.

COURSE OVERVIEW:

This course provides a conceptual framework for marketing internationally. Students explore the development of international marketing programs as well as the various macro-environmental factors that affect decision making in an international setting. Additionally, students will use a multicultural view of marketing to look at the differences across diverse consumer segments to influence future consumption. The course culminates in a final marketing plan that students generate based on a country and product of their choice.

COURSE LEARNING OUTCOMES:

1. Identify and demonstrate knowledge of the dynamics of the world economy, of major national markets, and of political, social, and cultural environments.
2. Analyze global buyer behavior, competition, and marketing research using an array of information and data.
3. Define the issues companies face regarding controllable and uncontrollable factors that affect the development of global marketing strategies.
4. Demonstrate an understanding of the issues pertaining to the adaptation of products and services to global markets and the capability to develop global product strategies.
5. Understand the key factors affecting the complex management of global pricing policies and demonstrate the capability to design a global pricing strategy.
6. Demonstrate the understanding of global distribution systems and methods for selecting, locating, and managing channel members.
7. Demonstrate how to develop a global promotion strategy given cross-cultural differences.
8. Discuss key external factors which influence global advertising; demonstrate effective corporate communication sensitive to global, cultural differences.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Cateora, P., Gilly, M., Graham, J., & Money, R. (2016). *International marketing* (17th ed.). New York, NY: McGraw-Hill Education. ISBN: 9780077842161

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

MODULE 1

Readings

- Chapters 1 & 2 in *International Marketing*
- Anderson, K. (2015). Global marketing today [Blog]. Retrieved from <https://globalmarketingtoday.wordpress.com/about/>
- Hirokawa, S., & Wu, T. (2012, September). Developing effective marketing strategies for the Japanese market: A review of the literature. *International Journal of Management*, 29(3), 207-218.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (40 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: The World Trade Organization (WTO) and General Agreement on Tariffs and Trade (GATT)

Analyze the history and evolution of the WTO and GATT with respect to world economic development. What is the current role of the WTO? Include supporting statistics on the impact of the WTO.

Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. (The CSU-Global Library is a good place to search for research sources.) Additionally, the World Trade Organization website will provide valuable insight.

Your paper should be 1-2 pages in length and conform to the CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook.

Option #2: PEST Analysis

International marketers experience expanded levels of uncertainty, as they not only deal with the uncontrollable elements of their own countries, but also with those of other countries. Keeping this in mind, discuss how compiling a PEST analysis would aid an international marketer. Review the components of a PEST as you discuss how changes in the uncontrollable external environment affect the international marketer.

Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. (The CSU-Global Library is a good place to search for research sources.) Additionally, the World Trade Organization website will provide valuable insight.

Your paper should be 1-2 pages in length and conform to the CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook.

Portfolio Milestone (20 points)

Option #1 and #2: Country Selection

First, review the Portfolio Project description and the grading rubric in the Module 8 folder. Then, choose a country that you will study and become an expert on in preparation for the final project.

There can be only one person per country. Submit your choice to the appointed discussion board: *first-come, first-served*.

It is best if we have representation from different regions of the world (e.g., Africa, Asia-Pacific, Europe, Latin/Caribbean, Middle East/N. Africa, and Canada), so be aware of countries that have already been selected. The interactive map (<http://www.mhhe.com/business/marketing/cateora13/imap/map.html>) is an excellent resource to use when deciding which country you want to study.

Helpful Hint: It is best to select a country in which you have some specific interest. The United States is *not an option* for this assignment; and, if you are a student native to another country, I urge you to research a country in a different region.

MODULE 2

Readings

- Chapters 5 & 6 in *International Marketing*

- Bahles, M. (2014). Diplomatic skills used for international marketing practice. *Central European Business Review*, 3(4), 37-42.
- Castillo, J. (2013). Impact of a localized marketing strategy on an international fast food chain within the Central American region. *Journal of Business and Retail Management Research*, 8(1).
- Chi, L. (2017). From Pepsi to Nivea: Some of the worst advertising fails. Retrieved from <http://www.bbc.com/news/business-39511906>
- Five brands that got it wrong in China. (n.d.). *The Chairman's Bao*. Retrieved from <https://www.thechairmansbao.com/five-brands-that-got-it-wrong-in-china/>

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (60 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Starbucks: Going Global Fast

Read the Going Global Fast case study.

Answer the following questions (found also at the end of the case study):

1. What are the controllable and uncontrollable elements that Starbucks has encountered in entering global markets?
2. What are the major sources of risk facing the company?
3. What are the potential solutions?
4. How would you critique Starbucks' overall corporate strategy?
5. How might Starbucks improve profitability in Japan?

Visit the Starbucks (<https://www.starbucks.com/>) website for more information.

Your well-written case study analysis paper should be 3-4 pages in length and conform to the CSU-Global Guide to Writing and APA. Completely address all of the questions related to the case study in a coherent and fluid essay (not as a bulleted list of responses), and provide justifications for your decisions. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

Option #2: Nestle Business Case

Read the Nestle: The Infant Formula Controversy case study.

Answer the following questions (found also at the end of the case study):

1. What are the responsibilities of companies in this or similar situations?
2. What could Nestlé have done to avoid the accusation of "killing Third World babies" and still market its product?
3. After Nestlé's experience, how do you suggest that it, or any other company, might protect itself in the future?
4. Assume you are the one who had to make the final decision about whether or not to promote and market Nestlé's baby formula in Third World countries. Read the section in Chapter 5 titled, "Ethical and

Socially Responsible Decisions,” as a guide for examining the social responsibility and ethical issues regarding the marketing approach and the promotion used.

5. Were the decisions socially responsible? Were they ethical?
6. What advice would you give to Nestlé now in light of the new problem of HIV infection being spread via mothers’ milk?

Your well-written case study analysis paper should be 3-4 pages in length and conform to the CSU-Global Guide to Writing and APA. Completely address all of the questions related to the case study in a coherent and fluid essay (not as a bulleted list of responses), and provide justifications for your decisions. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

MODULE 3

Readings

- Chapters 7 & 8 in *International Marketing*
- Andriopoulos, C., & Slater, S. (2013). Exploring the landscape of qualitative research in international marketing. *International Marketing Review*, 30(4), 384-412.
- Mackey, T. K., M.A.S., Liang, Bryan A., & Novotny, T. (2013, April). Evolution of tobacco labeling and packaging: International legal considerations and health governance. *American Journal of Public Health*, 103(4), E39-E43.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (60 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Ethics and Airbus

Review the Ethics and Airbus case study.

Answer the following questions (found also at the end of the case study):

1. In each of the situations described, who benefits and who suffers from the alleged ethical and legal lapses of Airbus?
2. How should the public relations staff at Airbus respond to the articles appearing in *The Economist*, *The Guardian*, and *Reuters News*?
3. What steps might Boeing take to defend itself from this sort of competition?
4. Do you think that Boeing and Airbus behave differently in marketing their aircraft around the globe? How and why?
5. Had France adopted the OECD convention on bribery ahead of these transactions, would the firm’s behavior have differed? Why?

Your well-written case study analysis paper should be 3-4 pages in length and conform to the CSU-Global Guide to Writing and APA. Completely address all of the questions related to the case study in a coherent and fluid essay (not as a bulleted list of responses), and provide justifications for your decisions. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

Option #2: McDonald's and Obesity

Review the McDonald's and Obesity case study.

Answer the following questions (found also at the end of the case study):

1. How should McDonald's respond when ads promoting healthy lifestyles featuring Ronald McDonald are equated with Joe Camel and cigarette ads? Should McDonald's eliminate Ronald McDonald in its ads?
2. Discuss the merits of the law proposed by France that would require fast-food companies to either add a health message to commercials or pay a 1.5% tax on their ad budgets.
3. Propose a strategy for McDonald's to pay the tax or add a health message, and defend your recommendation.
4. If there is no evidence that obesity rates fall in those countries that ban food advertising to children, why bother?
5. The broad issue facing McDonald's U.K. is the current attitude toward rising obesity. The company seems to have tried many different approaches to deal with the problem, but the issue persists. List all the problems facing McDonald's and critique its various approaches to solving these problems.
6. Based on your response to Question 4, recommend both a short-range and long-range plan for McDonald's to implement.

Your well-written case study analysis paper should be 3-4 pages in length and conform to the CSU-Global Guide to Writing and APA. Completely address all of the questions related to the case study in a coherent and fluid essay (not as a bulleted list of responses), and provide justifications for your decisions. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

MODULE 4

Readings

- Chapters 9, 10 & 11 in *International Marketing*
- Alpat, F. E., & Aksu, Y. Z. (2014). Fashion as a marketing tool and its communication aspect in developing markets. *Emerging Markets Journal*, 3(3), 67-76.
- Blesa, A., & Ripollés, M. (2008). The influence of marketing capabilities on economic international performance. *International Marketing Review*, 25(6), 651-673.
- Purdue Online Writing Lab. (2015). Sample memo. Retrieved from <https://owl.english.purdue.edu/owl/resource/590/04/>

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (60 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: International Marketing Research at the Mayo Clinic

Review the International Marketing Research at the Mayo Clinic case study.

Assume you are the new marketing vice president at the Mayo Clinic. The CEO and the board have decided to expand their international sales revenues by 100% over the next five years. Write a business-formatted

memorandum to your staff. (See the reference in the Required Readings for the correct business memorandum format.) This should minimally include the following:

- Begin with an overview of the state of affairs with respect to Mayo Clinic and its international markets.
- Explain the research that will be needed to support this research strategy. Be specific about sources of secondary data and the best places and media for gathering primary data.
- Explain the rationale for this type of research strategy.
- Distinguish the contributions of your staff by soliciting their ideas and comparing them to your ideas.

Your well-written memo should be 2-3 pages in length and conform to the CSU-Global Guide to Writing and APA. Since this is a memorandum, it can be single-spaced following traditional business memo format (see Purdue OWL required reading).

Option #2: Marketing to the Bottom of the Pyramid (BOP)

Review the Marketing to the Bottom of the Pyramid case study.

As a junior member of your company's committee to explore new markets, you have received a memo from the chairperson telling you to be prepared at the next meeting to discuss key questions that need to be addressed if the company decides to look further into marketing to the BOP segment. Compile a PowerPoint presentation that you will deliver at the next meeting to underpin a set of general guidelines to use in developing a strategy for any one of the company's products to be marketed to the "aspirational poor." These guidelines do not need to be company or product specific, and can almost resemble a checklist of questions that the company could use as a starting point in evaluating the potential of a specific BOP marketing segment for one of its products. Be sure to incorporate concepts from the case study, as well as overall BOP issues revolving around the social responsibility of marketing efforts, such as the following:

- Explain your position on whether it should be considered exploitation for a company to profit from selling soaps, shampoo, personal computers, ice cream, and similar items to people with little disposable income.
- Appraise whether making loans to customers whose income is less than \$100 monthly, at interest rates of 20%, to purchase TVs, cell phones, and other consumer durables is justified.
- One authority argues that squeezing profits from people with little disposable income—and often not enough to eat—is not capitalist exploitation, but rather stimulates economic growth.

Your PowerPoint presentation should contain 10-12 slides (not including the title and references slides) and conform to the CSU-Global Guide to Writing and APA. Support your slides with a minimum of two sources and make sure to include speaker notes to fully explain your recommendations.

MODULE 5

Readings

- Chapters 12 & 15 in *International Marketing*
- Oliveira, M. G., & Toaldo, A. M. M. (2015, January/April). New times, new strategies: Proposal for an additional dimension to the 4 p's for e-commerce dot-com. *Journal of Information Systems and Technology Management: JISTEM*, 12(1), 107-124.
- Ukey, K. L. (2014, April/June). The nuances of international business and marketing: Study of vital aspects and challenges faced in global trade of goods/services. *International Journal of Trade & Global Business Perspectives*, 3(2), 881-889.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Successful International Retail Strategy

Many global retailers are targeting China, India, and other emerging markets because of the great potential for growth and the opportunity to seize large portions of market share. Choose a retail company that is in one of these markets, and in essay format, analyze the effectiveness of the company's chosen entry strategies for the country. Apply the entry strategy process outlined in the lecture and textbook, and use current research to support your opinions. Include the following in your analysis:

- Explain the strategies the company used and the effectiveness of these strategies.
- Identify ethical implications that might arise for these global retailers.
- Recommend future e-commerce offerings that might be used by companies.

Your well-written essay should be 3-4 pages in length, double-spaced, and conform to the CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

Option #2: Blocked International Distribution Channels

International companies are continuously attempting to overcome blocked international distribution channels. This can have a significant impact on overall international relations, as well as on economic stability. Write an essay that analyzes these international distribution channel blocks. Include the following in your analysis:

- Summarize distribution systems, including e-commerce.
- Explain how international distribution channels are blocked (including e-commerce) and how this impacts the company and the country.
- Examine methods in which companies have broken through these blocks. Bring in some specific examples.

Your well-written essay should be 3-4 pages in length, double-spaced, and conform to the CSU-Global Guide to Writing and APA. Include at least three scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references. Additionally, the World Trade Organization website (<http://www.wto.org/>) will provide valuable insight.

MODULE 6

Readings

- Chapters 13 & 14 in *International Marketing*
- Anselmsson, J., Niklas, L. A., & Bondesson. (2013). What successful branding looks like: A managerial perspective. *British Food Journal*, 115(11), 1612-1627.
- Björner, E. (2013). International positioning through online city branding: The case of Chengdu. *Journal of Place Management and Development*, 6(3), 203-226.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (60 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Sage Business School Case: The NBA–China tension: What’s at Stake?

Carefully read the following Sage Business Case:

- Rae, M., (2020). [The NBA–China tension: What’s at stake?](#). *SAGE Business Cases*. 2020. 10.4135/9781529729450

Then prepare an analysis using PowerPoint that is suitable for presentation to the senior executive team at the NBA. Include slides with sections for each of the following:

Introduction (include a title slide)

- Provide a brief introduction to the case.

Situation

- Describe the details of the situation, making sure to include information on who, what, why, when, and how. You need to bridge the gap between one’s knowledge and the ability to form a hypothesis.

Problems

- Identify and provide a thorough explanation of the perceived and underlying problems, as well as the potential long-term effects.

Alternatives

- Discuss alternatives or strategies that the company could implement. Include more than one alternative, detailing the advantages/disadvantages of each and applying the strengths and weaknesses within the company (e.g., Alternative 1, Alternative 2... using bullet points is fine).
- Discuss common considerations. What are the decision options? Are some stronger than others? What is at stake with each of these considerations?

Recommendations and Implementation

- Going forward, what should the NBA's policy be in dealing with similar situations?
- Explain how you would implement this strategy within the company.

Reference Page

- Reference additional resources you used in your case analysis (three minimum).

In your presentation, be sure to consider and address the following:

- What does the NBA have to gain by clamping down on public statements about the Hong Kong protests? What do they have to lose?
- Do you think an organization has a right to silence its employees?
- Does the NBA have an ethical responsibility to make a more definitive statement on the protests, or should it place its business interests first?

Your PowerPoint presentation should contain 10-12 slides (not including the title and references slides) and conform to the [CSU-Global Guide to Writing and APA \(Links to an external site.\)](#). Make sure to include speaker notes to fully explain your analysis and recommendations. Finally, three scholarly references are required, plus in-text citations.

Option #2: Harvard Business School Case: IKEA Invades America

Hisrich, R. D. & Kearney, C. (2013). [IKEA](#). *SAGE Business Cases*.
<https://doi.org/10.4135/9781506323152>

Then prepare a PowerPoint presentation that addresses the following questions/issues.

Include a title page slide.

Provide a brief summary of the case.

In what ways has IKEA utilized design thinking?

How did IKEA define the problem to be addressed?

How did Ingvar Kamprad, IKEA founder, overcome organizational barriers to design thinking?

What should IKEA do to continue to be successful?

Make sure you address these questions, but don't limit yourself to only these issues in your presentation.

Include a Reference Page

- Reference additional resources you used in your case analysis (three minimum).
- The [CSU Global Library](#) would be a great place to look for additional sources.
- When you look for additional resources, branch out. Don't just look for the same types of information on IKEA that this business case covered. What else can you learn about IKEA or "design thinking" or businesses that operate successfully in international markets?

Your PowerPoint presentation should contain 10-12 slides (not including the title and references slides) and conform to the [CSU-Global Guide to Writing and APA](#). Make sure to include speaker notes to fully explain your analysis and recommendations. Finally, three scholarly references are required, plus in-text citations.

MODULE 7

Readings

- Chapters 16 & 18 in *International Marketing*
- Grybs, M. (2014). Creating new trends in international marketing communication. *Journal of Economics & Management*, 15, 155-173.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Milestone (50 points)

Options# 1 and #2: Outline-International Marketing Plan

Review the criteria in the Portfolio Project description and submit an outline of your International Marketing Plan to your instructor for feedback. Your outline should also include your references. To glean the most benefit from this opportunity for early formative feedback, you should try to make this outline as complete as possible, addressing all major points as required in the final product.

MODULE 8

Readings

- Aaker, D. (2012, Winter). Win the brand relevance battle and then build competitor barriers. *California Management Review* 54(2), 43-57.
- Griffith, D. A., & Hoppner, J. J. (2013). Global marketing managers. *International Marketing Review*, 30(1), 21-41.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (280 points)

Choose one of the following two Portfolio Projects to complete for this course. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Comprehensive International Marketing Plan – Product

Your final Portfolio Project for this class will be to create a comprehensive marketing plan for a company **and product** of your choosing, in a country of your choosing (selected in Week 1). This should be a new product in a hypothetical company (not an existing company). You have created marketing plans before, but this plan will vary depending on the international strategies and concepts you have learned throughout this course.

Use the marketing plan offered in Part 6, Section IV: “Preliminary Marketing Plan” in the course textbook, *International Marketing*, as a guide. Another resource you may use throughout the course is the Country Notebook, which is also found in Part 6 of *International Marketing*.

Although you will not be responsible for constructing and submitting your own country notebook, research and take notes as if you were. The more research you can do on your country and your product, the better equipped you will be for this final project.

Your final paper and plan must include the following components (consider using them as headers in the paper):

- Company and Product
 - Describe company and product/services offered
 - Objectives and goals
- Overview of Country
 - Details about country
- Situation Analysis
 - PEST analysis
 - SWOT analysis
- Competitive and Industry Analysis
- Marketing Strategies (this area should be extensive)
 - Product
 - Price
 - Place
 - Promotion
- Measurement and Control
- Ethical Considerations
- Implementation and Recommendations

Your international marketing plan should be a professional Word document, 10-12 pages in length (not including the title and references pages). You must cite five to seven sources to support your plan, and you must document them correctly using APA formatting, per the CSU-Global Guide to Writing and APA. The CSU-Global Library is a good place to find credible sources.

Final Project Milestones:

Week 1: Country Selection (discussion board) (20 points)

Week 7: Outline – International Marketing Plan (submit to instructor for feedback) (50 points)

Remember that the required weekly discussion questions will also test your knowledge of your country, so continued study and research throughout the course will be required.

Option #2: Comprehensive International Marketing Plan – Service

Your final Portfolio Project for this class will be to create a comprehensive marketing plan for a company **and service** of your choosing, in a country of your choosing (selected in Week 1). This should be a new service in a hypothetical company (not an existing company). You have created marketing plans before, but this plan will vary depending on the international strategies and concepts you have learned throughout this course.

Use the marketing plan offered in Part 6, Section IV: “Preliminary Marketing Plan” in the course textbook, *International Marketing*, as a guide. Another resource you may use throughout the course is the Country Notebook, which is also found in Part 6 of *International Marketing*.

Although you will not be responsible for constructing and submitting your own country notebook, research and take notes as if you were. The more research you can do on your country and your service, the better equipped you will be for this final project.

Your final paper and plan must include the following components (consider using them as headers in the paper):

- Company and Service
 - Describe company and product/services offered

- Objectives and goals
- Overview of Country
 - Details about country
- Situation Analysis
 - PEST analysis
 - SWOT analysis
- Competitive and Industry Analysis
- Marketing Strategies (this area should be extensive)
 - Product
 - Price
 - Place
 - Promotion
- Measurement and Control
- Ethical Considerations
- Implementation and Recommendations

Your international marketing plan should be a professional Word document, 10-12 pages in length (not including the title and references pages). You must cite five to seven sources to support your plan, and you must document them correctly using APA formatting, per the CSU-Global Guide to Writing and APA. The CSU-Global Library is a good place to find credible sources.

Final Project Milestones:

Week 1: Country Selection (discussion board) (20 points)

Week 7: Outline – International Marketing Plan (submit to instructor for feedback) (50 points)

Remember that the required weekly discussion questions will also test your knowledge of your country, so continued study and research throughout the course will be required.

COURSE POLICIES

Course Grading

20% Discussion Participation
0% Opening Exercises
8% Mastery Exercises
37% Critical Thinking Assignments
35% Final Portfolio Project

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing and APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the CSU-Global Guide to Writing and APA when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.