INDIANA TECH

Course Syllabus Cover Page – Spring 2021

Course Number: MBA 6400

Course Title: International Marketing

Course Description:

This course focuses upon the four decision areas of Marketing: Product Decisions, Pricing Decisions, Promotion Decisions, and Distribution Decisions in a global context. Emphasis will be placed upon a whole-strategy approach to entering global markets. The mechanics of import/export will also be addressed.

Prerequisites: MBA5220.

Credit hours: 3

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Evaluate the roles that country and firm-specific competitive advantages and local market cultures have on the development and successful execution of global marketing strategies.
2. Determine country attractiveness, optimal entry mode, and expansion path for global markets.
3. Distinguish local marketing strategies focused on mature, new growth, and emerging markets.
4. Compare various strategies companies use for global segmentation and positioning.
5. Analyze the effects of the global market on product development, pricing, distribution, and promotion strategies.
6. Design a globally coordinated marketing strategy for a specific product or service.

College of Professional Studies
MBA 6400 International Marketing
Online Course Syllabus Content

Instructor Information
Please see Professor Profile at the Blackboard instructional site.

Course Schedule
Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

Online Course Policies
All of the online courses taken by students are required to follow the policies posted online at http://online.indianatech.edu/tech-policies/policies/. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

Textbook
Johansson, J. (2006). *Global marketing: Foreign entry, local marketing, and global management* (4th ed.). Boston: Irwin/McGraw-Hill Publishing Company.

Grading Events & Grading Criteria
Unless otherwise specified, all assignments must be submitted via Blackboard.

Grading Event	Points
Course Preparation Quiz	10
Written Homework (2 @ 45 pts each)	90
Discussions (5 @ 20 pts each)	100
Organization Name	10
Global Marketing Plan	100
TOTAL	**310**

Below is the code which will be used for Blackboard grade book for point deductions. More than one point may be deducted per category:

1 = Text author (Jones, 2013) not cited, not cited frequently enough, or cited incorrectly. You must use author's last name, year published, and page # for each comment taken directly or paraphrased from the book. Example: (Jones, 2013, p. 123).

2 = Outside research-quality or quantity. Not cited sufficiently (not enough outside research cited, not scholarly/reliable source), or cited incorrectly-Not per APA.

3 = Format of typing question exactly as given in bold, then answer beneath it in regular type, then the next question in bold, etc.

4 = Too brief - Needs to be expanded

5 = Did not make at least substantive, unique classmate comment to others' primary posts.

6 = Did not make individual, unique replies to each classmate who commented on your primary post or did not make a substantive reply to each.

7 = Answer was wrong or did not fully answer the question.

8 = Did not follow directions

These number codes will be used in the Blackboard grade book. Any other point deductions will be spelled out specifically. Multiple points may be deducted for each category.

Grading Scale
The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	70% or above	C-
90% or above	A-	77% or above	C+	Below 70%	F
87% or above	B+	73% or above	C		
83% or above	B				

Late Assignments
All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

Incompletes
If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:
- More than 50% of the course session has elapsed.

- The student has encountered an unexpected situation that is beyond his or her control.
- The student is o in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,
  - able to complete all of the remaining coursework within a session (5 weeks for a undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
  - able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades are subject to approval by the designated university authority.

Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor, and classmates, is by using the Send Email function from the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor sent to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to OnlineSupport@IndianaTech.edu with a note "Please help. It's been 24 hours and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.