

# BUS 441 – INTERNATIONAL MARKETING

## Course Syllabus

### **Syllabus Objective**

*The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.*

### **Getting Help**

*To receive technical assistance on issues related to Blackboard contact:*

*Academic Instructional Technology Help Desk  
Monday-Friday 8:00 a.m. - 5:00 p.m. Mountain Time  
719.587.7371  
[asaitc@adams.edu](mailto:asaitc@adams.edu)*

*To receive technical assistance on issues related to Blackboard Collaborate, 24 hours a day 7 days a week, call: 1(877)382-2293.*

### **Welcome**

Welcome to BUS: 441 – International Marketing. I would like to take a moment to introduce myself. I currently serve as an adjunct professor in the School of Business at Adams State University through Extended Studies. I earned my undergraduate degrees in marketing and management (2008), as well as my Master of Business Administration (2011), from Adams State University which was recently ranked as one of the top 120 universities in the western United States. I am also working on my Ph.D. through an on-line program and most recently received my Post Masters College Teaching Certificate.

My professional background is motorsports marketing. From 1991 to 2003 I worked for The Van Dyke Agency, an advertising, marketing, and public relations firm where I started as a receptionist and worked my way up to Vice President. The firm specialized in motorsports which allowed the opportunity to work with several major teams including Indy Car, NASCAR, and NHRA. The firm also handled all the grass roots marketing for Pikes Peak International Raceway (PPIR). I also worked at PPIR as an assistant to the pit-side announcing staff on race weekends. Due to the nature of the sport, I was also able to serve as public relations and marketing director at Rocky Mountain National Speedway for 13 years.

Marketing is my passion and I am happy to offer this course through Adams State University. I am confident this course will prove to be a valuable tool as you move ahead and I look forward to getting to know each of you. Best of luck!

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## Instructor Information

**Instructor:** Cherol Hudak, M.B.A  
**Email:** cherolhudak@adams.edu  
**Virtual Office Hours:** Wednesdays – 5:00 PM to 7:00 PM (MST)  
**Work Phone:** 719-588-9815

## Course Delivery

Blackboard, Semester-based

## Credit Hours

3 Semester Hours

## Course Prerequisites

BUS 304 - Principles of Marketing

## Course Time Limits

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

## Course Materials

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to [exstudies.adams.edu](http://exstudies.adams.edu) and click on the "Bookstore" link. Select the campus "Extended Studies".  
([www.bkstr.com/adamsstatestore/home](http://www.bkstr.com/adamsstatestore/home))

Use **Section Number: 1715** to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore by phone at 719-587-7912, email at [asubookstore@adams.edu](mailto:asubookstore@adams.edu), or by mail to Adams State University Bookstore, 1603 1<sup>st</sup> Street, Alamosa, CO 81101.

### Required Textbook:

- Cateora, P., Gilly, M., Graham, J., and Money R. (2016). *International Marketing*, (17<sup>th</sup> ed.). New York: McGraw-Hill Education. ISBN: 978-0-07-784216-1

### Optional Textbook:

- Publication Manual of the American Psychological Association (6th Edition). ISBN 978-1-4338-0561-5

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## Required Additional Fee for Each Proctored Exam:

- Up to 1 hour: **\$ 16.00**
- **Every** additional hour after: **\$7.00** per student per examination.
- **In this course, the Final Exam is proctored online.**

## Catalog Description

Analysis of opportunities, distinctive characteristics, and emerging trends in foreign markets, including exploration of alternative methods and strategies for entering foreign markets; organizational planning and control; impact of social, cultural, economic, and political differences; and problems of adapting American marketing concepts and methods. This is accomplished through real life planning and implementation of an international marketing plan designed to market a product or service in a foreign country or countries.

## Student Learning Outcomes

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

1. Understand the differences between the domestic and international marketing contexts.
2. Understand the diversity of international markets and the range of environmental factors affecting them.
3. Understand the importance of cultural factors in international buyer behavior and in developing international marketing strategies.
4. Understand the scope and limitations of market research in an international context.

## Course Requirements

This class consists of 8 Learning Modules; each lasting 2 weeks.

## Syllabus Requirement

When you have finished reading the entire syllabus, you must email me that you have read and understand the entirety of the syllabus. Although this is non-grade, if it is not submitted by the end of Module 1, you will lose 20 points which will be taken off your final grade.

## Academic Integrity Requirement

You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1 or you will lose 20 points which will be taken off your final grade. It is listed in Module 1 under the heading "Accept Academic Integrity Statement."

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## Reading Assignments

Each module will contain specific reading assignments from the text book as well as links to videos. You are responsible for reading and viewing all materials.

## Discussion Boards

Online discussions are mandatory in this course. Full participation is necessary for you to receive an A in the class. You must make an initial post followed by a response to the posts of at least two other students. All initial discussion posts must be made by 11:59pm (MST/MDT) on the first Sunday of the module. It is important that you not only post ahead of the deadline but also that you post early as this gives other students time to respond. You must also respond back to all questions and comments about your post. The discussion will close at 11:59pm (MST/MDT) on the last Sunday of the module. When posting your discussions please type your comments directly into the discussion forum. Do not use attachments for discussion postings.

Discussion posts should be at least 140 words. Please be courteous when posting and avoid sarcasm and irony as they are easily misunderstood online. Discussions are worth 25 points each. There is a total of 10 discussion posts required, two of which are not graded.

***Plagiarism is a serious academic offense.*** Please avoid the consequences of academic dishonesty by citing all sources that you use in your work. Be advised that your papers are subject to plagiarism detection programs (see Academic Dishonesty within this syllabus).

There will also be a discussion forum labeled Ask the Instructor. If you have any questions about the course or assignments, please use this discussion forum.

## Quizzes

You will take a quiz in Modules 1 and 2. Quizzes can be accessed under the assessment tab.

## Written Assignments

**Assignments:** All assignments are worth 100 points each. Assignments are specific to the module and detailed instructions are provided within each module. In general, use APA formatting including Times New Roman or Arial font, 12-point font size, and double-spacing. For essay assignments, you must include a title page and use headings and subheadings whenever possible. For question assignments, your answers must be well thought out and thorough and you must meet the page requirement.

***Plagiarism is a serious academic offense.*** Please avoid the consequences of academic dishonesty by citing all sources that you use in your work. Be advised that

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your papers are subject to plagiarism detection programs (see Academic Dishonesty within this syllabus)

## Final Project

For the final project, you will complete a country notebook which consists of four parts; (1) cultural analysis, (2) economic analysis, (3) market audit and competitive market analysis, and (4) preliminary marketing plan. Each of these is an assignment within the modules. After you have received feedback and made the necessary changes, they will become part of your final project. Your country notebook must be laid out as follows:

- Title page\*
- Abstract\*
- Introduction
- Body of paper
  - Cultural analysis
  - Economic analysis
  - Market audit and competitive market analysis
  - Preliminary marketing plan
- Conclusion
- Reference page\*

\*These are separate pages. Everything else should be on continuous pages.

Your country notebook must be a minimum of 9 pages in length not including the title page, abstract, and reference page. Use APA style formatting including Arial or Times New Roman and 12-point font, double-spacing, and heading and subheading whenever possible. You must include eight direct quotes using four different references; the text book and four outside resources. The final project is worth 200 points.

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## Final Exam

The final exam will cover Chapters 3 - 19. The test will consist of 50 questions worth two points each for a total of 100 points possible. **The final exam will be proctored.**

## Online Proctored Exams

You will take ONE exam remotely, proctored by a service called Examity®. Detailed instructions on how to use Examity® are on the Syllabus and Information Page of this course. Please read the directions carefully and log in to Examity® as soon as possible

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to set up your profile. You should do this a minimum of one week before you plan to take your first Examity® online proctored exam.

To use Examity®, you will need to make sure you meet the following technical requirements:

- You must take your exam on a computer with a webcam and a microphone (both built-in and external are fine). You can test your webcam at [www.testmycam.com](http://www.testmycam.com).
- You must take your exam from a location with sufficient internet speed: at least 3 MPS upload and download speed. You can test your internet speed at <http://www.speedtest.net>.

**IMPORTANT:** There is an **additional fee to students** associated with taking an online proctored exam. See the Course Materials section of this syllabus or the Online Proctored Exams tab on the Syllabus and Information page for information on costs and how you can pay for your exam.

If you have any questions or concerns while setting up your account, registering or taking an online proctored exam, you can contact Examity's technical support team 24/7 via email at [support@examity.com](mailto:support@examity.com), phone at (855)-392-6489, or via live chat from the Examity® dashboard.

**In this course, only the Final Exam will be proctored online.**

## Instructor Response Time

All emails will be answered within 24 hours. All written assignments and discussions will be graded with feedback within three days after the module closes.

## Late Policy

You will be penalized five points per day for each late assignment.

## Grade Distribution and Scale

In alignment with ASU academic policies, no D may apply to a major or minor field.

## Grade Distribution

Activity	Points Possible
Quizzes (2 x 50)	100
Discussions (8 x 25)	200
Assignments (7 x 100)	700

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Final Project	200
Final Exam (proctored)	100
<b>Total Points Possible</b>	<b>1300</b>

## Grade Scale

1170 - 1300	90-100%	A
1040 - 1169	80-89%	B
910 - 1039	70-79%	C
780 - 909	60-69%	D
Below 780	Below 60%	F

## ADA Statement

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at [odsd@adams.edu](mailto:odsd@adams.edu), or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

## Academic Integrity

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one's academic work will not be tolerated.

Any offense may result in a zero for the exam, lesson, or exercise in question and may result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: [Academic Integrity at Adams State University](#).

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You are required to **read and accept the Adams State Academic Integrity Policy**. While it is not graded, it must be completed by the end of Module 1. It is listed under Module 1 under the heading "Accept Academic Integrity Statement."

All written work is subject to plagiarism detection software review.

## Student Identity Verification

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.

## Technical Skills

To be successful in this course, students are expected to be able to:

- Navigate the World Wide Web and efficiently use a web browser such as Firefox
- Have a basic understanding of their computer operating system
- Use Adobe Reader to view and download .pdf documents
- Communicate via e-mail and attach files
- Play audio/video files
- Use a word processor such as Microsoft Office to create documents
- Use Blackboard tools which may include Collaborate
- Download and open PowerPoint presentations

## Technical Requirements

A complete overview of the technical requirements and software for this course can be found [here](#). Blackboard tutorials are available in the Student Support Module, located in the Syllabus and Information section of this course. Information for receiving technical assistance is also included. Keep in mind that in order for Blackboard to function properly, you must allow pop-ups for the site (online.adams.edu) and have Java properly installed on your computer. For more information on these and other technical requirements, see the videos in the Student Support Module in the above mentioned location.

## Netiquette

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Netiquette is the set of guidelines for communicating online in a professional and civilized manner. Students are expected to be courteous by demonstrating netiquette when communicating with their peers and instructor in this course.

- Be careful with the use of sarcasm and irony, as these can be easy to misinterpret.
- Do not post excessively or monopolize the conversation.
- Consider using a text editor such as Notepad to organize your thoughts before you post a reply.
- Do not type in all capital letters, as this can be considered shouting.
- Avoid the use of emoticons, abbreviations and informal language.

## Accessing Library Resources

Students enrolled in this course can utilize the [Adams State Nielsen Library](#) from on and off campus by selecting the Nielsen Library link in the Syllabus and Information tab of the Course Menu. You will be asked to enter in your username and password. Use the same login information that you use to access Blackboard and all other Adams State information. This will bring you to a page that will provide you with login information for the different databases to which Adams State subscribes. With the login information in hand, go to <http://www.adams.edu/library/resources/database.php>

## Adams State Resources

Adams State provides several resources to assist you and make your online learning experience a positive one. A listing of resources is available on the One Stop Student Services page on the Adams State Website (<http://www.adams.edu>). Some of the highlights are:

[Records Office](#) - Campus contacts available to help you through the registration process.

[Computing Services](#) - Technical assistance.

[Disability Services Handbook](#) - Student Services can arrange assistance for students with special needs or disabilities.

[Academic Calendar](#) - Keep track of important dates.

[The Paw Print](#)- Adams State Student Newspaper.

## Institutional Policies

All students are responsible for adhering to the expectations, policies, and procedures outlined in the [Student Handbook](#).

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For Institutional policies on items such as The Americans with Disabilities Act, Academic Integrity, Student Rights and Responsibilities and The Family Educational Rights and Privacy Act of 1974 (FERPA); please see the [Student Handbook](#).

## **Extended Studies Policies and Procedures**

To view the Extended Studies Policies and Procedures go to, [https://bannerweb.adams.edu/perl/Online\\_SG\\_General\\_Instructions.pdf](https://bannerweb.adams.edu/perl/Online_SG_General_Instructions.pdf)

## **Course Evaluation**

At the end of the course you will be asked to complete an evaluation specifically for this course. This evaluation will be reported anonymously. Your comments and recommendations will be seriously considered as the course is updated. Your input throughout the course contributes to my commitment to continually improve the quality and relevance of this course.

## **Getting Started**

Refer to the information contained in this syllabus anytime you have a question regarding the basic course information.

1. Review the Student Support Module contained in the Syllabus and Information section.
2. Proceed to Module 1.