BUS 441 – INTERNATIONAL MARKETING

SYLLABUS

Instructor: Professor Cherol Hudak, M.B.A.
E-mail: cherolludak@adams.edu
Phone: 719-588-9815
Address: P.O. Box 1153
Alamosa, CO 81101

COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

BUS 304: Principles of Marketing

COURSE TIME LIMITS:

The minimum course completion time for a three credit hour print correspondence course is six weeks from the date of enrollment.

The maximum course completion time for a three credit hour print correspondence course is one year from the date of enrollment.

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 and click on the "Bookstore" link. Select "DISTLEARN" from the department menu.
(http://adams.edu/students/sub/bookstore/)

Use Section Number: 1480 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 at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

Required Textbook:

BUS 441 – INTERNATIONAL MARKETING

Optional Textbook (highly recommended):


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:

- Effectively search for, identify, and analyze information related to foreign market opportunities
- Critically evaluate the economic, political, demand–related, cultural and inter-cultural issues and risks facing firms entering international markets, and their implications for marketing strategies, activities and decisions
- Conduct a foreign market risk analysis
- Determine appropriate market entry strategies
- Develop appropriate marketing programs for foreign markets
- Research, plan, write and evaluate a business report
- Demonstrate self-awareness, sensitivity, and openness to diverse peoples and cultures

COURSE REQUIREMENTS:

Syllabus Assignment: When you have finished reading the entire Syllabus, please complete the Syllabus agreement, located in the Course Instructions section of this Study Guide. Failure to do so will result in a 20 point penalty which will be taken off your final grade.

Academic Integrity/Academic Dishonesty Statement Assignment: You are required to read and accept the Academic Integrity/Academic Dishonesty statement, located in the Course Instructions section of this Study Guide. Failure to do so will result in a 20 point penalty which will be taken off your final grade.

Reading Assignments: Each unit will contain specific reading assignments from the text book. You are responsible for reading all materials.

Written Assignments: Each assignment is specific to the unit and detailed directions are provided within each unit. In general, use APA formatting including Times New Roman or Arial and 12-point font and double-spacing. You must include a title page and use headings and
subheadings whenever possible. When you complete an assignment, either send by email (preferable) or send by U.S. Postal Service mail to the address at the top of the syllabus to my attention. Assignments are worth 100 points each. An evaluation rubric for assignments is included below.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the 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 units. 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. When the final project is complete, either send by email (preferable) or send by U.S. Postal Service mail to the address at the top of the syllabus to my attention. The final project is worth 200 points. An evaluation rubric is included below.

All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

Instructor Response Time: All written assignments will be graded with feedback and returned in 3 to 5 days of receipt. All written inquiries will be answered and returned in 3 to 5 days of receipt.
GRADE DISTRIBUTION AND SCALE:
In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points Possible</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments (7 x 100)</td>
<td>700</td>
<td>78%</td>
</tr>
<tr>
<td>Final Project</td>
<td>200</td>
<td>22%</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>900</td>
<td></td>
</tr>
</tbody>
</table>

Grade Scale:

- 810 – 900 points  90-100%  A
- 720 – 809 points  80-89%  B
- 630 – 719 points  70-79%  C
- 560 – 629 points  60-69%  D
- Below 560 points  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, 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 will 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

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.