

Western Kentucky University
MKT 324 – International Marketing – Winter Term 2019

Instructor: Dr. Patricia Todd

Office: Grise Hall 402

Office Phone: 270-745-2334

Email: patricia.todd@wku.edu (preferred)

Office Hours: By appt.

TEXT: Global Marketing, Student Value Edition Plus MyMarketingLab with Pearson eText -- Access Card Package, 9th Edition, Keegan & Green, 2017, Unbound with Access Card, ISBN-13:9780134421971

COURSE DESCRIPTION:

Prerequisites: MKT 220. Theory, concepts and practices of firms engaged in various levels of international marketing. Emphasis placed on developing marketing strategies consistent with environmental opportunities

COURSE OBJECTIVES:

Upon completion students will be able to appreciate:

- the importance of global awareness and the impact of international marketing on daily living
- the importance of understanding cultural differences and the influence of culture on global marketing
- the impact of the growth of international markets on sustainable development and environmental responsibility
- the importance of knowing “what is going on in the world” and how global events impact international marketing
- ethical dilemmas that confront international marketing managers

COURSE STRUCTURE:

This is an online course, therefore it is necessary to have access to online technology every day during this term. It is your responsibility to have access to and to understand the usage of Blackboard as all of the course materials will be available only on Blackboard. Access to the all of the quizzes begins January 3rd. You can take them early but they must be taken by the due date. You have 20 minutes from the start of the quiz to finish it. Due to the condensed time of the term, late materials will not be accepted! If you have any questions concerning the expectations and requirements it is your responsibility to let me know as soon as you can. We will be moving extremely fast and there is a lot of reading material to cover. Chapters that are covered include 1-4, 7-15.

Quizzes: There will be a short 10 multiple choice question (2 points each) quiz after each chapter. You will have 20 minutes to take the test. The quizzes are in mymarketinglab and your time is monitored. You will not be allowed to retake the test. No make-up exams will be allowed.

Discussion Board:

There will discussion of 3 videos you are assigned in mymarketinglab. The prompt for the discussion board will be in Blackboard. It is your responsibility to contribute to the discussion with insightful and professional comments. Replies such as I agree are not considered meaningful. Be insightful, you are encouraged to bring outside information into the discussion. Also use proper grammar and spelling. Do not use tenglish (texting english). The following criteria are used to evaluate discussion at the end of the term. Number of quality comments that stimulated further discussion. The use of outside references (again cite the reference in your discussion). The amount of participation and thoughtfulness of comments will help determine the grade you receive.

REVIEWING GRADES

All grades will be posted on Blackboard.

GRADING

Quizzes	13@ 20 points	260
Discussion of Videos	3@25	75
Total		335 points

COURSE GRADING STRUCTURE

	Percent
A	100 - 90
B	89 - 80
C	79 - 70
D	69 - 60
F	Below 60

TEST STRUCTURE AND TESTING PROCEDURES

All tests will be comprised of multiple choice questions that address issues raised in the textbook.

It is very important that you keep up with the assigned readings to perform well on the tests.

REVIEWING GRADES

All grades will be posted on Blackboard.

MAKE-UP TESTS

Absences from a test will be excused only for the following reasons:

1. Participation in an authorized University activity
2. Death or major illness in a student's immediate family
3. Illness of a dependent family member
4. Participation in legal proceedings that require your presence
5. Confinement because of illness
6. Required participation in military duties

ACADEMIC DISHONESTY WILL NOT BE TOLERATED!

Any type of cheating or academic dishonesty will be dealt with in accordance to the university guidelines.

AMERICAN WITH DISABILITIES ACT POLICY

“Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services, Downing University Center (DUC) A 200. The OFSDS telephone number is (270)745-5004 V/TDD.”

“Per university policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.”