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**Course Syllabus**

**International Marketing**

**Norway Summer School 2018**

**Instructor:** Jeffrey Harper

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**Course Objectives:**

The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices.

The course will explore the field of international marketing, as it directs the organization’s resources to satisfy customers’ wants and needs through the exchange process, at a reasonable profit to the organization. Specifically, we will examine how marketers: understand consumers’ needs and wants; develop products and services that provide superior value; and how they price, distribute, and promote products and services effectively internationally.

**Required Texts:** “Global Marketing” 9th editonby keegan and green.

**Teaching Methods:**

The course builds upon a variety of pedagogical techniques including lecturing, in‑class discussions, and active-learning exercises.

**Expected Learning Outcomes:**

Upon successful completion of this course, students should develop:

* The ability to identify international marketing mix elements and elements of an international marketing plan.
* The ability to analyze international marketing strategy formulation and implementation.
* The ability to apply marketing concepts and strategies to offer sound solutions to real world global marketing problems
* The ability to demonstrate higher order thinking and critical thinking
* The ability to realize ethical dilemmas in marketing and apply decision marketing tools
* The ability to use concepts to persuasively communicate suggested solutions to marketing problems

**Means of Assessment of Learning Outcomes:**

Exam # 1 100 points (33.33%)

Exam # 2 100 points (33.33%)

Exam # 3 100 points (33.34%)

**● Exams and Quizzes:** There will be three exams on the dates specified in the course outline. The exams are not comprehensive. **You are required to take all three exams.** All exams must be taken on the assigned date. **A missed exam will be recorded with zero points**. Also, if you come late for the exams and another student has already completed the exam you will receive a zero points. The examinations are “closed book” and consist of multiple-choice questions( 20) and 2 essay quesionts. The exam grade will be equally weighted between the multiple choice questions (50%) and essay questions (50%). Students will be required to do both types of questions. There are **no make up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. ***All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams.* Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material. In addition to the exams, there will be quizzes over each chapter. **All international students are allowed to bring a dictionary if they feel they need one.**

**Quizzes**

One the assigned day, each group will email me in word document format 2 essay questions and answers over that chapters material. These need to be essay questions that I can use on the exam (as I will use some of these on the exam). The appropriate length would be about 1 page in length double spaced. These essay questions will need to be emailed to me no later than 10 pm (22.00) the night before we go over that chapter. If you give me good quiz questions I will use them on the exam. I will post all essay questions onto the website for exam preparation.

Students are strongly encouraged to actively share their views in class discussions. Attendance alone is not considered active participation. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room.

**Grading Format for US students Norwegian System**

**90 – 100 points = A A**

**80 – 89 points = B B, C**

**70 – 79 points = C D, E**

**60 – 69 points = D FX**

 **0 – 59 points = F F**

**Please Note:**

* Charts of all lectures will be posted for downloading on the instructor’s webpage as the semester progresses.
* ***Students are responsible for all announcements made in class and on the instructor’s webpage.***
* This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

**Class Conduct:**

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Cheating (as defined by Operating Policy 34.12) during an exam or quiz will result in the grade F for the respective exam and will be reported to the Dean for further disciplinary action. Also, “misrepresenting facts” (as defined by Operating Policy 34.12) or obtaining information via plagiarism (as defined by Operating Policy 34.12) as part of a data collection task conducted for extra credit or exercises will result in zero points and will be reported to the Dean for further disciplinary action. Special accommodations to students with disabilities will be made, as detailed in Operating Policy 34.22. Student absences for the observance of religious holy days will be allowed, as detailed in Operating Policy 34.19.

**Class Schedule (Class time 9.00am-12:00pm)**

**Date Topic**

May 28 introduction & Ch 1 Introduction to Global Marketing

May 29 Ch 1 Introduction to global Marketing & Ch 2 The Global Economic Environment

May 30 Ch. 3 The Global Trade Environment

May 31 **Test 1 Ch 1-3**

June 4 Ch. 4 Social and Cultural Environments

June 5 Ch. 5 The Political, Legal, and Regulatory Environments

June 6 Ch.7 Segmentation, Targeting and Positioning

June 7 **Test 2 Ch 4, 5 & 7**

June 11 Ch.9 Global Market entry Strategies

June 12 Ch. 11 Pricing

June 13 Ch. 13 Global Marketing Communications Decisions I

June 14 Ch. 16 Strategic Elements of Competitive Advantage

June 19 **Test 3 Ch. 9, 11, 13 & 16**