~ Introduction & Objectives

- This class examines the management of marketing in international business. Topics include the cultural environment in international markets, international marketing research, various degrees of foreign involvement (exports, licensing, foreign subsidiaries), 4 Ps (product, promotion, place, and price) in international marketing, and negotiations in international marketing.

~ Course Points

<table>
<thead>
<tr>
<th>Group Activities/Homeworks</th>
<th>750 (75%)</th>
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<tbody>
<tr>
<td>Final Online Exam</td>
<td>250 (25%)</td>
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- Groups: Students should form groups of 5 individuals (4 or 6 are okay if the class cannot be divided into groups of 5).
- The exam will have multiple-choice and essay questions from all materials. The professor will decide the nature of make-up work and its grading in case of any proven emergency.
- A (>=90%), B (>=80%, <90%), C (>=70%, <80%), D (>=60%, <70%), F (<60%)

~ Required Course Materials

- International Marketing, 18th ed., by Cateora, Graham, & Gilly. McGraw-Hill Education
  - Some chapters are to be read in full, others only certain sections (see page 7 for details)
- PowerPoint slides
- Assigned Papers (see page 6 for full list)
- The class will be conducted over one or more of MS Teams, Goggle Meet, Canvas, and Zoom. Details will be sent to students a few days before the class starts.
<table>
<thead>
<tr>
<th>TAIPEI CITY</th>
<th>SCHEDULE</th>
<th>DALLAS (-13 HOURS)</th>
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<tbody>
<tr>
<td>June 19</td>
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<tr>
<td>Friday</td>
<td>7pm-9pm</td>
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<td>1. Class Introduction</td>
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<td>2. Papers</td>
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<td></td>
<td>• Friedrich, Noam, and Ofek (2014), “Right Up the Middle: How Israeli Firms Go Global”</td>
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<td>• LaPlante, Alice (2005), “When Does Culture Matter in Marketing?”</td>
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<td></td>
<td>• Hofstede (2011), “Dimensionalizing Cultures - The Hofstede Model in Context” (Read 1-16 pages only)</td>
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<td>• Lubin (2015), “These 8 Scales Reveal Everything You Should Know About Different Cultures”</td>
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<td></td>
<td>• Earley and Mosakowski (2004), “Cultural Intelligence”</td>
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<td>3. COVID-19!</td>
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<td>4. In-class Activity1 (based on the papers for this session)</td>
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<td>June 19</td>
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<td>Saturday</td>
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<td>No Class</td>
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<td>June 20</td>
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<tr>
<td>Saturday</td>
<td>7pm-9pm</td>
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<td></td>
<td>1. Chapters</td>
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<td>• Chapter 4 (limited) – Cultural Dynamics in Assessing Global Markets</td>
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<td>• Chapter 5 (limited) – Culture, Management Style, and Business Systems</td>
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<td>• Chapter 6 (limited) – The Political Environment: A Critical Concern</td>
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<td>• Chapter 12 (limited) – Global Marketing Management</td>
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<td>2. In-class Activity2 (based on Earley and Mosakowski 2004, “Cultural Intelligence”)</td>
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<td>June 20</td>
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<td>Saturday</td>
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| 4 | June 21  
Sunday  
9am-11am | 1. **Chapter 8** (full) – Developing a Global Vision Through Marketing Research  
2. **Papers**  
   - Young and Javalgi (2007), “International marketing research - A global project management perspective,  
   - Hollis (2020), “Market research is more important than ever in the age of COVID-19”  
3. **HW1** (based on Beuthner et al. 2018; due on June 27th morning) | June 20  
Saturday  
8 pm -10 pm |
| 5 | June 21  
Sunday  
7pm-9pm | 1. **In-class Activity3** (based on the Marketing Research chapter and papers)  
2. **Chapter 13** (full) – Products and Services for Consumers  
3. **Papers**  
   - Clarke (2020), “What eating in a restaurant may look like during the pandemic”  
4. **In-class Activity4** (announced in class) | June 21  
Sunday  
6 am-8 am |
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<tr>
<td><strong>June 27</strong></td>
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<td>Saturday 9am-11am</td>
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| 1. HW1 Discussion  
2. **Chapter 13** (full) – Products and Services for Consumers  
3. **Paper**  
   - Reader (2020), “Smart thermometers could be the secret to reopening schools”  
4. **Chapter 16** (full) – Integrated Marketing Communications and Advertising  
5. **Paper**  
   - Carneiro and Flávio (2016), “Quest for purposefully designed conceptualization of the country-of-origin image construct”  
6. HW2 (based on Carneiro and Flávio 2016 and Latif et al. 2019) |
| **June 26**  |
| Friday 8 pm - 10 pm |
| **June 27**  |
| Saturday 7pm-9pm |
| 1. HW2 Discussion  
2. **Chapter 16** (full) – Integrated Marketing Communications and Advertising  
3. **Papers**  
   - Handley (2020), “Ads featuring oxygen masks, finger licking and hugs all put on hold due to coronavirus”  
4. **In-class Activity5** (based on Handley 2020) |
<p>| <strong>June 27</strong>  |
| Saturday 6 am-8 am |</p>
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<td><strong>June 27</strong></td>
<td><strong>Saturday</strong> 8 pm -10 pm</td>
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<td><strong>June 28</strong></td>
<td><strong>Sunday</strong> 9am-11am</td>
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<tr>
<td><strong>9</strong></td>
<td>1. <strong>HW3 Discussion</strong></td>
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|             | 2. **Papers on Marketing Channels**  
|             |   - Newman (2020), “Smart cameras will soon check if you’re social distancing and wearing a mask”  
|             | 3. **In-class Activity6** (announced in class) |
| **June 28** | **Monday** 7pm-9pm |
| **10**      | 1. **FINAL EXAM – Online (7 - 8:45 pm)**  
|             |   - Material includes all chapters and papers  
|             |   - Open “book”  
|             |   - Multiple-choice and essay questions  
|             | 2. **CONCLUSION! 😊😊😊** |
| **June 29** | **Monday** 6 am-8 am |
June 19, 7-9 pm

June 21, 9-11 am: Chapter 8 (Developing a Global Vision Through Marketing Research)

June 21, 7-9 pm: Chapter 13 (Products and Services for Consumers)

June 27, 9-11 am: Chapters 13 & 16 (Integrated Marketing Communications & Advertising)

June 27, 7-9 pm: Chapter 16 (Integrated Marketing Communications & Advertising)

June 28, 9-11 am: Chapters 18 (Pricing) & Negotiations

June 28, 7-9 pm: International Marketing Channels
Chapter 4 – Cultural Dynamics in Assessing Global Markets (these 4 sections only)
- Culture’s Pervasive Impact
- Origins of Culture
- Elements of Culture
- Cultural Change

Chapter 5 – Culture, Management Style, and Business Systems (these 3 sections only)
- Required Adaptation
- Management Styles around the World
- Synthesis: Relationship-oriented vs, Information-oriented cultures

Chapter 6 – The Political Environment: A Critical Concern (these 3 sections only)
- Political Risks of Global Business
- Assessing Political Vulnerability
- Lessening Political Vulnerability

Chapter 12 – Global Marketing Management (this ONE section only)
- Alternative Market Entry Strategies

Chapter 8 – Developing a Global Vision Through Marketing Research (full chapter)

Chapter 13 – Products and Services for Consumers (full chapter)

Chapter 16 – International Marketing Communications & Advertising (full chapter)

Chapter 18 – Pricing for International Markets (these 3 sections only)
- Approaches to International Pricing
- Price Escalation
- Approaches to Reducing Price Escalation
~ Class Policies

- Stay attentive in class. You must bring the textbook and assigned readings to every class.
- Do not disturb others by coming late, conversing with others, speaking/texting on cell phones, browsing the Internet, instant messaging, working on other assignments, etc.
- While in the classroom, laptop computer/smartphone/tablet computer/etc. use for activities not related to class is strictly prohibited. Those found using any such device for unrelated activities will be asked to leave the class.
- The best way to reach me is via e-mail. In accordance with University policy, I will not accept e-mails that are not from a UTA e-mail address.

  UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

- Attending classes is important as lectures, class discussions, and presentations, all contribute to learning. Current-events related and class material related discussions will be held in class. You may be called upon to participate.

~ Academic Integrity

- Students are expected to adhere to the UT Arlington Honor Code:
  
  I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.
  
  I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

- UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents’ Rule 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University. Additional information is at https://www.uta.edu/conduct/.

~ Non-Discrimination Policy

- The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.

- The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.