COURSE SYLLABUS

Please read the following course syllabus carefully, especially the course dates, times and location. If you have any questions, please do not hesitate to communicate with the IDEAL Program office, your academic advisor, or the instructor.

The IDEAL degree-completion program is designed with the adult learner in mind. Adult learners approach learning with specific goals, want to be able to directly apply new learning to their work and personal lives, and tend to learn best when the coursework is problem-centered so that they are actively engaged in the learning process. In addition, adults bring rich and varied experience to the classroom, which becomes a valuable learning resource for other students.

The IDEAL Program assumes joint responsibility in the learning process. The activities and assignments in the courses build on the shared experience of all learners in each class. This is why each student’s preparation, participation and interaction in class activities and discussions are critical to the success of each course. The accelerated format of each course requires a significant amount your time outside the course to prepare for and complete the course assignments. This varies between students and courses; however, students typically spend nine-twelve hours per week on course material.

To participate in the IDEAL Program, it is expected that you will do the following:

1. Participate in and complete the online orientation prior to your first online course.
2. Obtain the required course materials prior to the course start date.
3. Login and participate in your course a minimum of three times per week.
4. Complete all assignments to the best of your ability.
5. Participate in the class discussions and demonstrate respect and consideration to the instructor and other students when they express themselves in discussion.
6. If you have any technical difficulties, you must contact the Office of Distance Education immediately at ubonline@bridgeport.edu.

If you cannot perform these six expectations, it is recommended that you drop the course. We look forward to your academic success in each course and the ultimate completion of your degree.
MKTG 342 MULTINATIONAL MARKETING - SPRING 2015

Online
March 9 – May 2, 2015
Prerequisite Course: MKTG 305 and senior status

Professor: Jennifer MacKenzie
Email – jmackenz@bridgeport.edu

ISBN-9780073529974

To order textbooks, go to the bookstore website at: http://www.bridgeportbookstore.com
Select IDEAL Campus and login to the bookstore. Select the course and follow instructions.

Instructor & contact information: Jennifer Mackenzie
Email: jmackenz@bridgeport.edu
Cell Phone – 203-520-7772

Learning Outcomes:

Upon completion of this course you should be able to:
Appreciate the impact of globalization on business;
Understand the impact of cultural differences on international marketing strategies;
Identify economic, legal and political differences in other markets and their impact on marketing;
Assess global opportunities and international markets through research;
Describe how product differentiation and cost control affect international marketing decisions.

Country Customs and Culture Project: Students pick a country and present the external environmental factors (i.e. political, economic, infrastructure, culture) that impact international marketing in the country.

Course Format
The course format will consist of weekly readings from the text, assigned cases and online links. You will be asked to participate in approximately 3-5 Discussion Forums per week based on those readings. You will also be assigned a written assignment each week.

Weekly Written Assignments:
Weekly Written Assignments are listed under the Assignments Tab in Canvas. They are due the Monday after they are assigned. For example, the Week 1 written assignment is due by Monday, March 16th at Noon. Late assignments will have points deducted (10 per day).
### Grading Rubric for Written Assignments

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Excellent</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coverage of Topic</strong></td>
<td>Topic is adequately covered. Students has addressed and discussed major issues relevant to the topic. All questions have been addressed.</td>
<td></td>
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<tr>
<td><strong>Clarity of Ideas</strong></td>
<td>Ideas are presented clearly and easily understood. Ideas and points are organized in a logical and straightforward manner.</td>
<td></td>
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<tr>
<td><strong>Support/Elaboration</strong></td>
<td>Degree to which main points are elaborated or explained using examples or citing research.</td>
<td></td>
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<tr>
<td><strong>Critical Thinking, Originality, and Insight</strong></td>
<td>Degree to which response demonstrates critical thinking skills and the ability to apply theory to real situations. Originality and insight of response.</td>
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### Discussion Forums

Participate in Weekly Discussions in Canvas – Minimum of 3 Postings in Each Discussion Per week.

1. Post Initial Comment in each Discussion for the week by NOON on the Friday the week assigned. The first post on the first week is due by noon on Friday March 13th.
2. Post responses or comments on the discussion entries of the two students **after noon** on Friday. All response postings are due by the following Monday. For week 1, that is Monday, March 16th by Noon.
3. You will go into the discussion forums twice during the week. The first time before Friday at noon to post your initial posting. The second time should be after Friday at Noon when you respond to two other postings. This way you have a chance to see everyone’s initial posting.

Late Discussion Postings will not be accepted under any circumstances. This would disrupt the flow of the class and negatively impact your learning.

### Grading Rubric for Discussion Postings

<table>
<thead>
<tr>
<th>Expectations</th>
<th>Excellent</th>
<th>Fair</th>
<th>Poor</th>
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<tbody>
<tr>
<td>Contribution to the Classroom: Posting is insightful, thorough, and interesting.</td>
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<tr>
<td>Inspires Reply Postings from Other Students: A serious effort is made to frame the discussion posting in such a way as to encourage others to reply. Posting generates questions and opens up new avenues for discussion.</td>
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</table>
Demonstrated Understanding of the Reading Assignment
Posting demonstrates a thorough understanding of the reading assignment and is substantiated by several examples from the textbook and/or companion website.

Grammar, Mechanics, Spelling, and Sentence Structure Posting is highly polished; no grammar or spelling errors.

Timely Initial Posting – Before Friday at noon and Timely Response to a minimum of two other postings – by Monday at noon

Postings will be evaluated for effort, thoroughness, understanding of the assignment, spelling and grammar, and timeliness of posting. Timely participation is essential. Please review the grading rubric below for how postings will be evaluated.

**Description of Weekly Sessions:**

**Week 1 – Introduction and International Trade**
Read Chapters 1 through 2 in the text.
Participate in Discussion Forums for the week
Written Assignment, Chapter 1 – Question 4 on page 25 and Chapter 2 – Question 10 on page 50.
Select a Country for the final Project

**Week 2 – History and Culture in Multinational Marketing**
Read Chapters 3 through 5
Participate in Discussion Forums for the week
Written Assignment - Submit the answers to questions for the Euro Disney Case 2-1 which can be found at [www.mhhe.com/cateora16e](http://www.mhhe.com/cateora16e) under cases in the top left corner.

**Week 3 – The Political and Legal Environment**
Read Chapters 6 through 8 in the text.
Participate in Discussion Forums for the week
Written Assignment - Chapter 6 – Questions 11 and 12 on page 190 - Chapter 7 – Questions 8 and 9 on page 223 - Chapter 8 – Question 8 on page 252

**Week 4 – Economic Development and Trade Regions**
Read Chapters 9 – 11 in the text
Participate in Discussion Forums for the week
Written Assignment - Chapter 9 – Question 5 on page 281 - Chapter 10 – Question 6 on page 308 - Chapter 11 – Question 2 on page 337

**Week 5 – Market Entry and Products**
Read Chapters 12 – 14 in the text
Participate in Discussion Forums for the week
Submit the answers to question for Case 2-9 Coping with Piracy in China which can be found at www.mhhe.com/cateora16e

**Week 6 – Placement and Promotion**
Read Chapters 15, 16 and 17 in the text
Participate in Discussion Forums for the week
Written Assignment - Chapter 15 – Question 6 on page 462 - Chapter 17 – Questions 5 on page 533

**Week 7 – Pricing and Negotiating**
Read Chapters 18 and 19 in the text.
Read Case 4-6 Making Socially Responsible and Ethical Marketing Decisions: Selling Tobacco to Third World Countries which can be found at www.mhhe.com/cateora16e and answer questions 4, 5, 6 and 7 at the end of the case.

**Week 8**
Presentation of Final Country Projects, Evaluation of Peer Country Projects

**Grading Criteria:**
Discussion Participation – 40%
Weekly Written Assignments – 30%
Final Project – 30%

**Letter Grading Scale:**

<table>
<thead>
<tr>
<th>% of Points Earned</th>
<th>Letter Grade</th>
<th>% of Points Earned</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>100-94</td>
<td>A</td>
<td>76-74</td>
<td>C</td>
</tr>
<tr>
<td>93-90</td>
<td>A-</td>
<td>73-70</td>
<td>C-</td>
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<tr>
<td>89-87</td>
<td>B+</td>
<td>69-67</td>
<td>D+</td>
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<tr>
<td>86-84</td>
<td>B</td>
<td>66-64</td>
<td>D</td>
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<tr>
<td>83-80</td>
<td>B-</td>
<td>63-60</td>
<td>D-</td>
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<tr>
<td>79-77</td>
<td>C+</td>
<td>Below 60</td>
<td>F</td>
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ACADEMIC POLICIES

Attendance Policy
Course attendance via online participation is an integral part of the online academic experience; therefore, students are expected to be participative in all course activities and discussions. If an absence is unavoidable, the student should communicate with the instructor. Arrangements should be made at that time for submission of any missed assignments.

IMPORTANT:
- An absence (lack of participation) in any week of the course, will drop the final grade by one letter grade (for example if a student earns a grade of “B” in the course, the final grade would be a “C”).
- An absence of two or more weeks will be cause for a failing grade.

Drop Procedures
To drop a course, you must complete and submit a Schedule Change Request Form. The form can be accessed at the IDEAL Course Schedule webpage: http://www.bridgeport.edu/academics/continuinged/ideal-academic-degree-programs-and-certificates/ideal-course-schedule/

Please print and complete the form and fax the form to the IDEAL Office: 203-576-4537. Prior to dropping a course, the student should contact their IDEAL Academic Advisor to understand the implications to financial aid and/or degree plan progress.

Please review the drop fees and tuition refunds at the Academic Calendar; accessed at the IDEAL Course Schedule webpage (same link above).

Cell Phones
Cell phones must be turned off (or placed on “vibrate”) while in the classroom. A cell phone call is disruptive and disrespectful to the other students in the class.

Academic Dishonesty
The IDEAL program prohibits all forms of academic dishonesty. Academic dishonesty is normally defined as, but not limited to, the following two categories:

Cheating – Using inappropriate sources of information in an assignment or on a test. The following are examples of cheating taken from real student experiences:

Case #1: A student is enrolled in an introductory psychology course. He has co-workers who have taken the same course. As the end of the course approaches, he wonders how he will find the time to get the research paper finished, and asks one of his co-workers for help. His co-worker hands him a research paper that he submitted in a similar course. The student makes minor modifications to the paper, and submits it under his own name.
Case #2: A student enrolled in a humanities course is unsure about how to structure an essay. She is doing research on the World Wide Web, and comes across an essay written by a student from another university. Using her computer mouse, she copies and pastes the essay into her word processor. She goes to great lengths to re-word the paper in her own style, but essentially leaves the content and organization the same.

Plagiarism – Intentional as well as unintentional failure to acknowledge sources as well as the use of commercially available so-called “research papers” without full recognition of the source. Presenting as one’s own, the ideas, words, or products of another. The following are examples of plagiarism taken from real student experiences:

Case #3: A student is conducting research for a Civil War research paper. He has reviewed work on the Internet. Finding helpful information, he has summarized his findings without citing his sources. He believes that minor paraphrasing is all that is necessary.

Case #4: A student is writing a paper that requires her to address specific topics and problems in the assigned course textbook. She takes the information directly from the textbook with slight modification, without giving any citation. She thinks that since it is the course textbook, she doesn’t have to use quotations or citations.

Academic dishonesty applies to all courses, assignments or exams completed by students and submitted as their own original work, whether in person or by electronic means. The University does not tolerate cheating in any form. It is a serious breach of conduct with serious consequences. Instructors have the right to determine the appropriate penalty for academic dishonesty in their own courses; generally, however, such acts will result in a failing grade for the assignment and/or the course. The penalty for subsequent acts of academic dishonesty may include expulsion.

More information on how to recognize plagiarism can be found at this site:
http://www.indiana.edu/~istd/plagiarism_test.html

Ethics Statement of Confidentiality
An integral component of an IDEAL course is student and faculty expression of personal experiences for the purpose of facilitating coursework. Students enrolled in the program are expected to honor confidentiality as it pertains to student disclosure. Shared information, comments, or opinions expressed by another student or the faculty member during the course of classroom discussion should never be used in a manner which is intended to humiliate, embarrass, harass, damage, or otherwise injure other students in their personal, public, or business lives. In addition, confidentiality must be upheld by not disclosing any information that would identify any particular individual.

ACADEMIC RESOURCE CENTER

The Academic Resource Center is available for IDEAL students seeking help in their studies. The Center is staffed by writing professionals and peer tutors. More information can be found at: http://www.bridgeport.edu/pages/2209.asp The Center is located on the 5th Floor of the
Wahlstrom Library. Make an appointment or walk-in: Telephone: 203-576-4290. Online Tutoring is available at: www.etutoring.org. To use this free service you must have a UBNet account.

Obtaining a UBNet Account
Every registered student should obtain a UBNet Account. The account allows you to access MyUB; the portal for grades, library services, Canvas online learning system. Also, the account allows you access to computers in the Library and computer labs, and provides an email account in which the University sends out information. Go to: http://www.bridgeport.edu/ubnet - Click on “New UBNet Account” and follow the instructions.

The @bridgeport.edu email address is the official email the University uses to send information to you. You can have your bridgeport.edu email forwarded to any other private email account you use. Following the activation of your UBNet account (takes 24 hours), login at: http://www.bridgeport.edu/email and click on “forwards” at the top of the page. Follow the directions to forward email messages to your other account.

Learning Management System (LMS) - Canvas
For all courses that use Canvas, you can access Canvas through the portal by using the myUB link. Faculty post class documents on Canvas e.g. syllabus, power points, discussion questions, case studies, current event articles, papers, reports etc. (save some trees). All students have access, and can download and copy the documents.

Canvas Tutorial For Students: https://bridgeport.instructure.com/courses/985903
For assistance contact the UB Help Desk at 203-576-4606 or email helpdesk@bridgeport.edu
https://bridgeport.instructure.com/courses/829447/

Accessing Your Grades & Schedule Online
The WebAdvisor online information system allows students to search for available classes, check grades, view semester class schedule and verify your personal profile. Grades are generally posted 2-3 weeks following the end of a course. To access WebAdvisor, login in to MyUB and follow the WebAdvisor menu on the right. If you are carrying a financial balance, access to WebAdvisor will be restricted.

Using the Library
Access to the Digital Library is through MyUB. On the MyUB home, in the central column, click on “myEureka Digital Library.” Research tools available:

- Search for books held at the library.
- Search the online databases for your academic field; business, counseling, human services, psychology, etc.
- Send questions to the Reference Librarian for assistance in research topics and searching strategy.

Using Computers
Open access computer labs are available at three locations:

- **Bridgeport** – 1st floor of the Wahlstrom library. Check library hours of operation at: http://www.bridgeport.edu/library.

- **Stamford** – Room D; Check open hours at: http://www.bridgeport.edu/stamford

- **Waterbury** – Computer Lab; Check open hours at: http://www.bridgeport.edu/waterbury

**Course Cancellations**

Any emergency necessitating the canceling of courses will be announced by the University through the Emergency Notification Telephone Line, (203) 576-4159. Please call this number for information on course cancellations. Also, information will be posted under “Latest News” on the UB home page, (www.bridgeport.edu). Canceled classes will be made up either the week following the end of the course or in consultation between the instructor and the students as to day and time availability. Course cancellations are also announced on television and radio stations.

**IMPORTANT CONTACT INFORMATION**

<table>
<thead>
<tr>
<th>Office</th>
<th>Telephone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Bridgeport Campus Security</td>
<td>(203) 576-4911</td>
<td><a href="mailto:ubsecurity@bridgeport.edu">ubsecurity@bridgeport.edu</a></td>
</tr>
<tr>
<td>Bursar</td>
<td>(203) 576-4692</td>
<td><a href="mailto:sfs@bridgeport.edu">sfs@bridgeport.edu</a></td>
</tr>
<tr>
<td>Cashier</td>
<td>(203) 576-4682</td>
<td><a href="mailto:sfs@bridgeport.edu">sfs@bridgeport.edu</a></td>
</tr>
<tr>
<td>Financial Aid</td>
<td>(203) 576-4568</td>
<td><a href="mailto:sfs@bridgeport.edu">sfs@bridgeport.edu</a></td>
</tr>
<tr>
<td>Registrar</td>
<td>(203) 576-4635</td>
<td><a href="mailto:registrar@bridgeport.edu">registrar@bridgeport.edu</a></td>
</tr>
<tr>
<td>Emergency Notification</td>
<td>(203) 576-4159</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IDEAL Office</td>
<td>(203) 576-4800</td>
<td><a href="mailto:idealinfo@bridgeport.edu">idealinfo@bridgeport.edu</a></td>
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</tbody>
</table>

**CAMPUS CONTACT INFORMATION**

<table>
<thead>
<tr>
<th>Campus</th>
<th>Address</th>
<th>Telephone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Bridgeport</td>
<td>126 Park Avenue Bridgeport, CT 06604</td>
<td>(203) 576-4800</td>
<td><a href="mailto:idealinfo@bridgeport.edu">idealinfo@bridgeport.edu</a></td>
</tr>
<tr>
<td>Stamford</td>
<td>5 Riverbend Drive Stamford, CT 06750</td>
<td>(203) 358-0700</td>
<td><a href="mailto:ubstamford@bridgeport.edu">ubstamford@bridgeport.edu</a></td>
</tr>
<tr>
<td>Waterbury</td>
<td>84 Progress Lane Waterbury, CT 06705</td>
<td>(203) 573-8501</td>
<td><a href="mailto:ubwaterbury@bridgeport.edu">ubwaterbury@bridgeport.edu</a></td>
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**Directions to IDEAL Campus locations**: [http://www.bridgeport.edu/pages/2260.asp](http://www.bridgeport.edu/pages/2260.asp)
To fill out your financial aid report to the Federal Government, please go online to www.fafsa.ed.gov. The school code for the University of Bridgeport is 001416.
Federal Student Aid Information: 1-800-433-3243.