

**International Marketing Management IBUS 1354  
Course Master Syllabus  
International Business**

<b>CIP Code Area</b>	52.1101 (International Business)
<b>Course Level</b>	Introductory (Freshman Level)
<b>Course Number</b>	IBUS 1354 (WECM Course)
<b>Course Title</b>	International Marketing Management
<b>Credit Hours</b>	3 Lecture Hours 3; Lab Hours: 0
<b>Prerequisite</b>	IBUS 1305 & MRKG 1311.
<b>Method of Presentation:</b>	Three hour lecture/discussion each week.

**Course Description:** IBUS 1354 INTERNATIONAL MARKETING MANAGEMENT (3-3-0). Analysis of international marketing strategies using market trends, costs, forecasting, pricing, sourcing, and distribution factors. Development of an international marketing plan. Skills: R (MKT 1311)

**Required Textbook:** *International Marketing*, by Phillip Cateora (ISBN-978-0-07-352994-3) 15<sup>th</sup> edition, 2010. McGraw-Hill.

**Course Requirements:** See specific instructor's syllabus

**Course Rationale:** The purpose of this course is to reflect both theory and application of International Marketing. It will offer research insights from around the globe and show how corporate practices are adjusting to the marketplace realities. The course will examine global perspectives. It will discuss the interaction between government and business and integrate e-commerce and technology and discuss their impact. It will also include social dimensions, environmental, ethical, and economic aspects of International Marketing. International Marketing is not just about textbook learning: it challenges students to use their critical/creative skills in all aspects of International Marketing, not just those covered in this course.

**Course Learning Outcomes:** Conduct market development, such as market segmentation, defining a target market segment(s) and a marketing mix to support targeted segments in the context of the firm's global environment; discuss the process of international marketing from a strategic and operational viewpoint; and prepare an international marketing plan for a product or service.

**Learning Objectives:**

At the conclusion of the course the student should:

- A. Understand what international marketing is and how it is influenced by the culture, economic, and financial environment.
- B. Understand the export process.
- C. Understand international communications and channels of distribution.
- D. Be able to identify, analyze, and discuss products, services, and global pricing strategies.
- E. Be able to identify newly emerging markets.
- F. Understand the future of international marketing.
- G. Chapter objectives that appear in the text.

**SCANS (SECRETARY'S COMMISSION ON ACHIEVING NECESSARY SKILLS):**

Course SCANS Competencies for International Marketing Management, IBUS 1354

Please go to <http://www.austincc.edu/mkt/scans.php> for a complete definition and explanation of SCANS.

This list summarizes the SCANS competencies addressed in this particular course.

SCANS Competencies for IBUS 1354			
<b>RESOURCES</b> 1.1 Manages Time	<b>INTERPERSONAL</b> 2.1 Participates as a Member of a Team 2.3 Serves Clients/Customers 2.4 Exercises Leadership 2.5 Negotiates to Arrive at a Decision 2.6 Works with Culture Diversity	<b>INFORMATION</b> 3.1 Acquires and Evaluates Information 3.2 Organizes and Maintains Information 3.3 Computers to Process Information	<b>SYSTEMS</b> (None for this course)
<b>TECHNOLOGY</b> (None for this course)	<b>BASIC SKILLS</b> 6.1 Reading 6.2 Writing 6.3 Arithmetic 6.5 Listening 6.6 Speaking	<b>THINKING SKILLS</b> 7.1 Creative Thinking 7.2 Decision Making 7.3 Problem Solving 7.4 Mental Visualization 7.5 Knowing How to Learn 7.6 Reasoning	<b>PERSONAL QUALITIES</b> 8.1 Responsibility 8.2 Self-Esteem 8.3 Sociability 8.4 Self-Management 8.5 Integrity/Honesty

**Grading System:** Your instructor will provide specific information about how you will be graded in this course.

**Course/Class Policies:** Departmental Policies for Incompletes, Attendance, and Withdraw are as follows:

**Incomplete Policy:** An incomplete (I) Will be granted to a student in rare circumstances. Generally, to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course complete that occur after the deadline to withdraw with a grade of W.

**Withdraw Policy:** It is the student's responsibility to withdraw from a course. Instructors are allowed to withdraw students but students must not reply on their instructors to withdraw them if they wish to withdraw.

**Attendance Policy:** All students are expected to attend classes. Non-attendance will have an impact on the student's grade.

**Academic Freedom Statement:** Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

**Scholastic Dishonesty Statement:** Acts prohibited by the college for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework. Electronic devices may not be used for exams unless specifically authorized by the instructor. Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an F in the course and/or expulsion from this institution.

**Student Discipline:** ACC's policy on student discipline can be found under Policies and Procedures at <http://www.austincc.edu/current/needtoknow/>

**Students with Disabilities Statement:** Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to make their requests three weeks before the start of the semester. (see <http://www.austincc.edu/support/osd/>)

**Rule of Three:** Per state law, effective spring 2006 any student taking a class for the third time or more may be charged an *additional* \$60 per credit hour unless exempted. Click on this link for more information: [www.austincc.edu/support/admissions/changing.php](http://www.austincc.edu/support/admissions/changing.php)

**Safety Statement** Austin Community College is committed to providing a safe and healthy environment for study and work. You are expected to learn and comply with ACC environmental, health and safety procedures and agree to follow ACC safety policies. Additional information on these can be found at <http://www.austincc.edu/ehs>. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the Emergency Procedures poster and Campus Safety Plan map in each classroom. Additional information about emergency procedures and how to sign up for ACC Emergency Alerts to be notified in the event of a serious emergency can be found at <http://www.austincc.edu/emergency/>. Please note, you are expected to conduct yourself professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual will be dismissed from the day's activity, may be withdrawn from the class, and/or barred from attending future activities. You are expected to conduct yourself professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual will be immediately dismissed from the day's activity, may be withdrawn from the class, and/or barred from attending future activities.

**Use of ACC email** All College e-mail communication to students will be sent solely to the student's ACCmail account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify you of any college related emergencies using this account. Students should only expect to receive email communication from their instructor using this account. Likewise, students should use their ACCmail account when communicating with instructors and staff. Instructions for activating an ACCmail account can be found at <http://www.austincc.edu/accmail/index.php>.

**Student Rights and Responsibilities** Students at the college have the rights accorded by the U.S. Constitution to freedom of speech, peaceful assembly, petition, and association. These rights carry with them the responsibility to accord the same rights to others in the college community and not to interfere with or disrupt the educational process. Opportunity for students to examine and question pertinent data and assumptions of a given discipline, guided by the evidence of scholarly research, is appropriate in a learning environment. This concept is accompanied by an equally demanding concept of responsibility on the part of the student. As willing partners in learning, students must comply with college rules and procedures.

**Student and Instructional Services** ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these services and support systems is available at: <http://www.austincc.edu/s4/>

Links to many student services and other information can be found at: <http://www.austincc.edu/current/>

ACC Learning Labs provide free tutoring services to all ACC students currently enrolled in the course to be tutored. The tutor schedule for each Learning Lab may be found at: <http://www.austincc.edu/tutor/students/tutoring.php>

For help setting up your ACCeID, ACC Gmail, or ACC Blackboard, see a Learning Lab Technician at any ACC Learning Lab.

**Testing Center Policy** Under certain circumstances, an instructor may have students take an examination in a testing center. Students using the Academic Testing Center must govern themselves according to the Student Guide for Use of ACC Testing Centers and should read the entire guide before going to take the exam. To request an exam, one must have:

- **ACC Photo ID**
- Course Abbreviation (e.g., ENGL)
- Course Number (e.g., 1301)
- Course Synonym (e.g., 10123)
- Course Section (e.g., 005)
- Instructor's Name

Do NOT bring cell phones to the Testing Center. Having your cell phone in the testing room, **regardless of whether it is on or off**, will revoke your testing privileges for the remainder of the semester. ACC Testing Center policies can be found at <http://www.austincc.edu/testctr/>