

Syllabus, MKTG 3215
Global Marketing Management
Fall, 2006

Instructor: Mr. Mark Tietbohl, 704-687-2741 (Emergency: 704-942-1823), Rm 251C,
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Class Hours: Section 001: 3:30 – 4:45, TR
Section 002: 5:00 – 6:15 TR

Office Hours: Before and after class, or by appointment

Textbook: Cateora, Philip and Graham, John, *International Marketing, 12th Edition*

Course Description: 3 Credits. Prerequisite: MKTG 3110. Study of the marketing practices and analytical process in international marketing operations, including strategic planning and organizing for international marketing, international pricing, promotion and distribution practices, and researching global markets.

Course Objectives: To:

- Gain an understanding of the opportunities and challenges associated with marketing internationally
- Provide a foundation for the student to negotiate the global marketplace
- Utilize critical thinking skills to analyze market trends
- Apply your knowledge in a marketing plan

Grading:	3 tests @ 20% each	60%
	2 Projects @ 10% each	20%
	Class Participation/Assignments	20%

There will be three equally weighted tests over the course of this class (see syllabus for tentative schedule). While they are non-cumulative in intent, the additive nature of the course material will draw on a base of knowledge covered in previous tests.

Two projects will be required for this class. Details will be available shortly after the start of the semester.

Attendance will be taken at the beginning of each class period. You need to contact me if an emergency/problem arises that means missing two or more classes in a row. If late for a class, it is your responsibility to make sure after class that attendance is recorded. Class attendance, participation and completion of assigned work will be weighted equally for this portion of your grade.

Academic Integrity Policy:

All students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office or online at <http://www.uncc.edu/policystate/ps105.html>. Standards are expected to report cases of academic dishonesty to the course instructor.

College Goals:

This course satisfies three hours of the (X) Cross-Cultural and/or International Emphasis part of Goal VI, Understanding the Individual, Society, and Culture.

UNC Charlotte graduates should be able to:

- Understand how situations operate with societies in both contemporary and historical perspectives
- Understand internal and external influences which promote and inhibit human action
- Understand the patterns of change which individuals experience at various points of life
- Recognize the complex, integrated, and dynamic nature of human behavior and human experience
- Understand the commonalities, differences, and interdependence among and within societies of the world

Tentative Schedule:

8/22/2006	Introduction to the Class
8/24/2006	Chapter 1 - Scope and Challenge of International Marketing
8/29/2006	Chapter 2 - The Dynamic Environment of International Trade
8/31/2006	Library Resources
9/5/2006	Chapter 3 - History & Geography: The Foundations of Culture
9/7/2006	Chapter 4 - Cultural Dynamics in Assessing Global Markets
9/12/2006	Chapter 5 - Culture, Management Style and Business Systems
9/14/2006	Chapter 6 - The Political Environment: A Critical Concern
9/19/2006	Chapter 7 - The International Legal Environment: Playing by the Rules
9/21/2006	TEST #1

**Schedule
Continued**

9/26/2006	Building an International Marketing Plan - Supplement
9/28/2006	Chapter 10 - Multinational Market Regions and Market Groups
10/3/2006	Chapter 9 - Emerging Markets
10/5/2006	Chapter 11 - Global Marketing Management: Planning and Organization
10/10/2006	No Class - Student Recess
10/12/2006	Chapter 11 - Global Marketing Management: Planning and Organization (CONTINUED)
10/17/2006	TEST #2
10/19/2006	Chapter 8 - Developing a Global Vision through Marketing Research
10/24/2006	Chapter 12 - Products and Services for Consumers PROJECT #1 DUE
10/26/2006	Chapter 12 - Products and Services for Consumers (CONTINUED)
10/31/2006	Chapter 13 - Products and Services for Businesses
11/2/2006	Chapter 13 - Products and Services for Businesses (CONTINUED) Chapter 14 - International Marketing
11/7/2006	Channels
11/9/2006	Chapter 14 - International Marketing Channels (CONTINUED)
11/14/2006	Chapter 15 - Exporting & Logistics: Special Issues for Business
11/16/2006	Chapter 16 - Integrated Marketing Communications & International Advertising
11/21/2006	Chapter 16 - Integrated Marketing Communications & International Advertising (CONTINUED)
11/23/2006	No Class - Thanksgiving Break
11/28/2006	Chapter 17 - Personal Selling and Sales Management
11/30/2006	Chapter 18 - Pricing for International Markets PROJECT #2 DUE
12/5/2006	Chapter 19 - Negotiating with International Customers, Partners and Regulators; Class Wrap Up
12/7/2006	No Class - Make-up allowed
TBD	FINAL