Global Marketing Practicum in India  
MKTG 3000-001 Spring 2014  
Mostly in India from March 1-9, 2014

**Instructor:** Ms. Cindy Fox, Lecturer  
**Email:** ctfox@uncc.edu  
**Classroom:** Occasional Meetings Fridays in Friday 107 at 12:30pm  
**Office:** Friday Room 353C  
**Office Hours:** Tuesdays, 2:00-3:00pm, 5:00-6:15pm  
**Phone:** (704) 687-7676  
**Office:** Friday Room 353C  
**Office Hours:** Tuesdays, 2:00-3:00pm, 5:00-6:15pm  

**Course Description:** MKTG 3000-001. Global Marketing Practicum in India (3). Emphasis on the assessment of global market opportunities, development of global market strategies, and implementation of global market plans. Topics include: the examination of cultural, social, legal, political, financial, and geographical environments. The marketing mix elements are studied in the global environment. The benefit of the course being taught in India is to take advantage of the contrast in markets within India, one of the BRIC countries, and to address the examination of marketing environments by focusing on one country, India.

**Course Objectives:** To:  
Understand how the marketing mix operates in an emerging market, India.  
Compare the experience in India with other emerging markets

**Course Methodology:** Students are expected to make the most of their experience in India. This includes not only the scheduled company visits and trips, but observations of markets, retailers, advertisements, etc. All the readings and descriptions of the other assignments will be on Moodle.

**Attendance:** Students will be expected to attend every company visit in India and participate as needed.  
Students will follow Belk College business etiquette while on company visits.

**Tests:** Tests will be on Moodle and based on the readings assigned.

**Grading:**  
Follow-Up Project= 35%  
Oral Participation/Attendance= 20%  
India Journal= 25%  
Moodle Tests= 20%

**ACADEMIC INTEGRITY**

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of *The UNC Charlotte 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 UNC Charlotte. 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. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic
dishonesty to the course instructor.

**NOTE:** Your peer evaluation must be a fair representation of each member’s contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

**STATEMENT of INCLUSION**

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Class Policies**

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.
   All students are required to abide by the UNC Charlotte Sexual Harassment Policy (http://www.legal.uncc.edu/policies/ps-61.html)
2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.
3. Late comers to class must let me know at the end of class so I can mark them present but late.

Meeting on January 17, 2014, at 12:30pm.
Name____________________________________Preferred to be called____________________________________

Address_____________________________________________________________________________________

Telephone (Home)________________________(Work)_______________________(cell)_____________________

Email ______________________________________________________________________________________

No. of hours completed:__________Major 1:_________________________________________________________________________________________________________

Major 2: __________________________________________________________________Minor: _____________________________________________________________

Marketing electives completed (means a grade is posted in Banner):

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Professor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
</tbody>
</table>

Place of work__________________________________________Hours/week____________________________

Career objective______________________________________________________________________________
___________________________________________________________________________________________

What skills do you bring to a team? ______________________________________________________________
___________________________________________________________________________________________

How do you learn best?________________________________________________________________________
___________________________________________________________________________________________

I will be graduating in May December Summer 20_____