

**Course Code & No. - Section:** MKTG 360  
**Course Title (Credits):** Ethic & International Marketing (3)  
**Term & Year:** Spring / 2015  
**Course Ref. No. (CRN):** 10236

**Instructor:** Donatella Marchetti Hunter  
**Phone(s):** Or 775-636 1591 (weekdays, 6-8 p.m.)  
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**Office:** 2<sup>nd</sup> floor TCES  
**Office Hours:** and by appointment

**Class Meeting Time:** MW 2:30 – 3:45 p.m.  
**Location:** TCES, room 215

**Prerequisites** (from Catalog): MKTG 201  
**Corequisites** (from Catalog):

## Course Description

“The World is Flat” and “our world is getting smaller” are common expressions to illustrate globalization and interdependence. In this course we will explore nuances, opportunities, and challenges of international marketing. In many countries, including the United States, one doesn’t have to step outside of its geographic borders to experience multiculturalism. In this course we will also examine how successful marketers understand and target certain ethnic markets and cohorts.

## Student Outcomes

Upon successful completion of this course, a student will be able to:

- Understand economic , cultural and political environment of marketing and business
- Be able to decode different cultures and understand the influence on ethnic and international marketing related to trade , brand and products
- Understand the complexity of international organizations including managing international teams and global cooperation
- Be able to identify global information on brands and products
- Be able to investigate ethnic and international markets opportunities as it relates to planning promotion and advertising
- Understand the role of social Networks and global communication in developing cross cultural concept messages
- Be able to evaluate risks , opportunities and ethnic challenges posed by ethnic and international marketing
- Be able to evaluate international market opportunities based on global corporate social responsibility and sustainability

## Methods of Assessing Student Outcomes

Student outcomes will be assessed using the following: Tests , Group projects, Final group presentations, Assignments and research paper.

The final grade calculation:

Test (3 )	30%
Attendance & participation	20%
Assignments (2)	20%
Final Group Presentation	30%

**Instructional Strategies**

This class will utilize lectures, team and individual projects using laptop computers, internet research, case studies, compare and contrast discussions and homework assignments and a final international marketing plan.

**Required Texts and Materials**

*International Marketing*, Tenth Edition, Czinkota ; Ronkainen (c) 2013; ISBN 1-133-62751-X

Laptop computer / tablet (one that meets the published SNC Laptop Requirements)

**Recommended Texts and Materials**

1. Wiley online library : *International Affairs*,  
<http://onlinelibrary.wiley.com/journal/10.1111/%28ISSN%291468-2346>
2. *M&Mglobal*, <http://www.mandmglobal.com/>
3. *ISSP*, <http://www.sustainabilityprofessionals.org/>
4. *GLOBAL TRADE* : [www.globaltrademag.com](http://www.globaltrademag.com)
5. *The Economist* : [www.economist.com](http://www.economist.com)

**Attendance**

Students are expected to attend regularly. If you can't make to a Test please contact the teacher before the test day. During class phones must be silenced or turned off.

**Research Paper assignments**

All students have to present two research papers on topics assigned in class.

To write a paper you have to:

- choose an aspect of the given topic you like
- research information on line, library
- State your thesis with pros/cons
- write a conclusion
- References (sites, books and authors, years)

late assignments will be losing 10% of the possible points and they will not be accepted after four days after the DUE date.

**Team Project**

All team will be formed during the first or second class, all the students are expected to work in team bringing their contribution. Groups will develop an original idea of new product / service for the international market.

The international Marketing plan will be presented in class as final Exam. Groups have 15-18 min to present.

All students have to speak during the presentation.

Groups have to prepare:

- |  |  |
|--|--|
| 1- Written project outline (not more than 8 pages) | 3- Web site /Facebook page or commercial (30 sec.) |
| 2- Power point (5-6 slides)                        | 4- brochure or prototype (optional)                |

**Class Requirements**

All students are required to bring a laptop computer to each class meeting. All students have to read the chapters before we cover in class for a better understanding of the topics.

Cell phones and pagers must be turned off or set to 'silent mode'.

**Prim Library Resources**

Using the library's resources effectively (not just Internet resources) contributes to developing each of SNC's core themes by exposing students to high quality academic resources, diverse opinions, new ideas, and a future that includes building on a liberal arts education. In this course, you will be expected to utilize the library's resources (either on-site or remotely) as you complete your assignments.

**Sanctions for Cheating and/or Plagiarism****The Honor Code**

The faculty of SNC believes students must be held to high standards of integrity in all aspects of college life in order to promote the educational mission of the College and to encourage respect for the rights of others. Each student brings to the SNC community unique skills, talents, values and experiences which, when expressed within the community, contribute to the quality of the educational environment and the growth and development of the individual. Students share with members of the faculty, administration and staff the responsibility for creating and maintaining an environment conducive to learning and personal development, where actions are guided by mutual respect, integrity, responsibility and trust. The faculty and students alike must make diligent efforts to ensure high standards are upheld by their colleagues and peers as well as themselves. Therefore faculty and students accept responsibility for maintaining these standards at Sierra Nevada College and are obligated to comply with its regulations and procedures, which they are expected to read and understand.

**Consequences of Violating the Student Honor Code**

SNC students and faculty share the responsibility for maintaining an environment of academic honesty. Thus, all are responsible for knowing and abiding by the SNC Faculty/Student Honor Code published in the current SNC Catalog. Faculty are responsible for presenting the Honor Code and the consequences of violating it to students at the start of their classes AND for reporting all incidences of academic dishonesty to the Provost. Students are responsible for knowing what constitutes CHEATING, PLAGIARISM and FABRICATION and for refraining from these and other forms of academic dishonesty. Violations of the Honor Code become part of a student's academic record.

- 1<sup>st</sup> Offense: Student receives a zero for assignment/exam and counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.
- 2<sup>nd</sup> Offense: Student fails course and receives counseling with faculty on the honor code, consequences for violating the honor code, and the value of academic honesty in learning.
- 3<sup>rd</sup> Offense: Student is expelled.

**Grading Policy**

A= 93-100  
 A- = 90-92  
 B= 83-89  
 B- = 80-82  
 C = 73-79  
 C- = 70-72  
 D = 63-69  
 D- = 60-62

**ADA Accommodations**

In accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, students with a documented disability are eligible for support services and accommodations. If a student wishes to request an accommodation, please contact the Director of Academic Support Services, Henry Conover, at (775) 831-1314 x7534, [hconover@sierranevada.edu](mailto:hconover@sierranevada.edu), office in Prim Library: PL-304.

**The SNC Email System**

The SNC email system is the official communication vehicle among students, faculty members and administrative staff and is designed to protect the confidentiality of student information as required by the Family Educational Rights and Privacy Act of 1974 Act (FERPA). Students should check their college email accounts daily during the school year.

Students have a right to forward their SNC e-mail to another e-mail account (for example, @hotmail or @gmail). However, confidentiality of student information protected by FERPA cannot be guaranteed for SNC e-mail forwarded to an outside vendor. Having email redirected does not absolve a student from the responsibilities associated with official communication sent to his or her SNC email account.

**The Sierra Nevada College Mission Statement:**

Sierra Nevada College graduates will be educated to be scholars of and contributors to a sustainable world. Sierra Nevada College combines the liberal arts and professional preparedness through an interdisciplinary curriculum that emphasizes entrepreneurial thinking and environmental, social, economic and educational sustainability.

**The Core Themes:**

Liberal Arts                      Professional Preparedness  
 Entrepreneurial Thinking      Sustainability

**Class Schedule**

date	In class	activities
01/21/15	Course overview, syllabus, group	Read ch 1
01/26/15	Global Environmental Drivers Ch.1	Read ch. 2
01/28/15	International Trade Framework and Policy Ch.2	Read ch.3
02/02/15	The role of culture Ch. 3	Choose a culture

	Assignment # 1 : Research paper on a culture group.	group and start researching selected topics on their structural anthropology
02/04/15	The role of culture Ch. 3	Work on your assignment
02/09/15	Political and legal environment	read ch.4 Review main topics Ch1-4
02/11/15	Exam # 1 on Ch.1 -4	Read ch.6
02/18/15	Consumer, Industrial and Markets ch.6	Work on your research paper
02/23/15	Consumer, Industrial and Markets	Read ch. 7
02/25/15	Strategic planing	Assignment #1 DUE read ch.8
03/02/15	Analyzing people and Markets	Read ch.9
03/04/15	Market Entry and Expansion	Read Ch.10
03/09/15	Marketing organization	Review ch.6-10
03/11/15	Exam #2 on Ch. 6-10	
03/23/15	Product management and global brand	Read ch.11 & 12
03/25/15	Global marketing of services Assignment # 2 “decreasing waste and Eco -friendly products development for global markets”	Read ch.13 Start working on assignment # 2
03/30/15	Advertising, promotion and Sales	Read ch.14
04/01/15	Advertising, promotion and sales	
04/06/15	Pricing Strategies and Tactics	Work on your assignment
04/08/15	Pricing strategies and tactics group work feedback	Read Ch.15
04/13/15	Global distribution and logistic	
04/15/15	Global distribution and logistic	Review ch.11-15
04/20/15	Exam # 3 on ch.11-15	
04/22/15	Group work feedback	
04/27/15	Social network communication	Read ch.16
04/29/15	Leadership, Corporate social responsibility	Read ch.18 Assignment #2 DUE
05/04/15	New Challenges Group work feedback	
05/06/15	No class	

05/11/15 Final group presentation

M. 11:30-14:30