

MKTG 360 Ethnic & International Marketing Course Syllabus

Jeff Nokkeo, MBA - Spring 2020

SNC Course Code & Section:	MKTG 360, Section LT1
Course Title & Credits:	Ethnic & International Marketing (3)
Term & Year:	Spring 2020
Course Ref. No. (CRN):	10620
Instructor:	Prof. Jeff Nokkeo, MBA IDEC
Phone(s):	(202) 525-7669
Email:	jnokkeo@sierranevada.edu
Office:	By Appointment
Office Hours:	M 5-6pm (by email appointment)
Class Meeting Times:	Mondays 6-8:50pm
Location:	LTCC U110
Prerequisites:	MKTG 201

Required Text and Materials

1. International Marketing 18th Edition, Philip Cateora and John Graham and Mary Gilly
ISBN10: 1259712354
ISBN13: 9781259712357
Copyright: 2020
2. Case studies and articles to be distributed in class or posted on course Canvas site.
3. Laptop computer that meets the SNC/LTCC Laptop Requirements.

Course Description

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 the political, economic, and social-cultural environment of international business and marketing;
- Discern different cultures and understand the influence of culture on ethnic and international marketing as it relates to the marketing mix;
- Understand the complexity of international organizations including managing international teams and global cooperation;
- Identify global market related information such as brands and products;
- Investigate ethnic and international market opportunities as it relates to promotion and advertising;
- Understand the role of social networks and global communication in developing cross-cultural concept and messages;
- Evaluate opportunities, risks, and ethical challenges posed by ethnic and international marketing, including corporate social responsibilities and sustainability.

Instructional Strategies

Lectures, assignments, case studies, and a final team project will provide students the opportunity to enhance their understanding of marketing concepts and to apply these concepts to real-life business situations.

Methods of Assessing Student Outcomes

Student outcomes will be assessed based on the following:

1. Classroom participation and contribution;
2. Individual and team assignments;
3. Case reports and discussions;
4. Final team project.

Grading Policy

Based on a total of 500 points, final grades will be assessed using the following criteria:

- Class attendance and participation - 100 points
- Assignments and quizzes - 100 points
- Research paper – 100 points
- Case studies - 100 points
- Team/Term Project - 100 points

Final Grade/Points:

A = 930 or above
A- = 900 - 929
B+ = 870 - 899
B = 830 - 869
B- = 800 - 829
C+ = 770 - 799
C = 730 - 769
C- = 700 - 729
D+ = 670 - 699
D = 630 - 669
D- = 600 - 629
F = less than 600

Class Policies and Student Responsibilities

Class Attendance

Students are expected to attend all classes and actively participate/contribute to class discussions. There will be **four allowed absences**; after which, the class participation grade will be zero. Students are expected to be in class for the entire duration of the class period. If you cannot attend the entire class, please let me know before the class your reason for leaving early or arriving late.

Cell Phones and Laptops

Cell phones must be turned off or set to 'silent mode' and not be used for texting or emailing during class. In case of an emergency where you must take a call, please step outside the classroom for the call.

Laptop computers are to be used only for class activities approved by the instructor. The laptop should not be used for watching videos, doing emails, web browsing or doing homework for another class.

Assignments Due

All assignments are due on the dates communicated by the instructor. **Late assignments will incur penalty deductions of 33% per day beyond the due date.** (If you turn in an assignment more than 2 days late, the assignment grade will be zero.)

All assignments must be submitted on Canvas, unless otherwise instructed by the instructor. The Canvas time stamp will be used to determine whether the assignment was submitted on time. In case of an absence, the assignment must be submitted prior to your absence.

There will be no assignment re-do allowed. Come see me during office hours *before* the assignment due date if you need extra help on completing the assignments.

Exams and Quizzes

Missed exams and quizzes will be assigned a zero grade unless prior arrangements are made with the instructor due to an excused absence.

Written Assignments and Oral Presentations

In this course, as in the business world, the quality and professionalism of the written and presented work are important. Written assignments with substantial grammar, spelling, or word-choice errors will suffer. The level of formality of writing and presentation should be business-appropriate; slang or vernacular expressions are to be avoided.

Written assignments will be graded using the *SNC Common Rubric for Written Communication*. Oral presentations will be graded using the *SNC Common Rubric for Oral Communication*. Students for whom English is a second language or who require accommodation based on documented need should see the instructor.

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. Please use:

<http://libguides.sierranevada.edu/>

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. **1st 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. **2nd 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. **3rd Offense:** Student is expelled.

Special Accommodations (ADA) Statement

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 or go to the OASIS offices on the third floor of Prim Library within the first week of the semester.

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, @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**.

Class Schedule

The schedule of topics is presented in the table below. This schedule is subject to change depending on student progress, student interests, and the availability of guest speakers.

MKTG 360 Spring 2020 Class Schedule (subject to change)

Date	Topic	Assignment Due Before Class
Week 1 1/27	Introductions, review of syllabus, course overview	Sign up on Canvas
	Where culture meets shoppers	Read article to be posted on Canvas Be ready for discussion Monday
	Culture-driven purchase journey	Read article to be posted on Canvas
	Ethnic marketing and market segmentation	Read article to be posted on Canvas
Week 2 2/03	Ethics and social responsibilities in ethnic marketing	Read article to be posted on Canvas
	Case study 1	Case report due before class Read Ch. 1 of textbook
Week 3 2/10	The scope and challenge of international marketing	Read Ch. 2
	The dynamic environment of international trade	Read Ch. 4
Week 4 2/17	Presidents Day Holiday Culture dynamics in assessing global markets	Read Ch. 5
	Culture, management style, and business systems	
Week 5 2/24	Guest speaker	Read sections of Ch. 6 and 7
	Research project work day	
Week 6 3/2	Research project presentations Midterm Week	Read Ch. 8
	Research project presentations Midterm Week	Read Ch. 9
Week 7 M 3/9	Spring Break	
	Developing a global vision through marketing research	Read Ch. 10 Read Ch. 11
Week 8 3/16		Case report due before class
Week 9 3/23	Economic development and the Americas	Read Ch. 12
	Europe, Africa and the Middle East	Read Ch. 13
Week 10 3/30	The Asia Pacific Region	Read Ch. 15
	Case study 2	

Week 11 4/6	Global marketing management	Read Ch. 16 Read Ch. 18
	Products and services for consumers	
Week 12 4/13	International marketing channels	
Week 13 4/20	Marketing communication and international advertising	Term project Term project Case report due before class
Week 14 4/27	Pricing for international markets	
Week 15 5/04	Term project work day	
Week 16 5/11	Term presentations	