**Honors International Marketing**

**Course Syllabus 6609**

**Instructor:** Ms. Melissa Shaffer **Email:** [melissa1.shaffer@cms.k12.nc.us](mailto:melissa1.shaffer@cms.k12.nc.us)

**Classroom:** 1A course in B303 **Phone:** 980.343.0860 Ext. #:\_\_\_\_\_\_\_\_

**Tutoring:** Mon. & Thurs 2:15 PM – 3:15 PM **Textbook**: International Marketing, 1st Edition

**Website:** [www.melissa1shaffer.weebly.com](http://www.melissa1shaffer.weebly.com) ISBN: 0538729155 Kleindl, Brad

\****All announcements, assignment instructions, & course materials will be posted online***

**Course Prerequisites:** Grades 11 & 12 & successful completion of a prior Marketing course

**Course Description**

International marketing is a rigorous course of study intended for experienced marketing students.

Materials are written at the college level & are designed to introduce students to the global issues of marketing in the 21st century. Topics include political, economic, and cultural issues in the global marketplace; product adaptation; international distribution and promotion; and transfer pricing. Emphasis is placed on the seven functions of marketing and the four P’s of marketing products internationally.

An international business plan project is required. Students may compete with their business plan projects at the state DECA conference in March, 2015.

**Course Outline**

**Course Standard Course Weight**

1. Introduction to International Marketing 7%
2. Environment of International Marketing 8%
3. Cultural Environment of International Marketing 8%
4. The International Political Economy 8%
5. Assessing Global Marketing Opportunities 7%
6. International Marketing Strategies 7%
7. International Product & Brand Management 8%
8. Distribution & Logistics Strategies 7%
9. International Promotion & Selling strategies 8%
10. International Pricing & Payment Strategies 7%
11. Strategic Planning for International Business 7%
12. International Marketing Management & Careers 7%
13. Capstone Activity (IBP DECA Event) 11%

**Materials Needed**

* **Writing materials** – Pen, pencils, colored pencils, & highlighter
* **Flash Drive:** An 8 GB (or higher) flash drive is recommended for this course. It is your responsibility to back up all files for this class.
* **Google Drive Account**: Files will be shared & saved using the Google Drive. If you do not have a Google account setup you will need to do so in order to submit assignments.
* **A binder or folder** to keep all warm ups, vocabulary logs, notes, assignments, & assessments is required.

**Methods of Learning**

**Coursework:** Daily warm-ups, vocabulary logs, class notes, course participation, study guides, individual class assignments, group projects, & weekly quizzes.

**Business Plan**: Summative assessment of international marketing standards though a business proposal plan. Plan addresses key elements of a business venture outside the United States. Sections III, IV, & V of the paper will be given a formal grade.

**Case Studies:** Students need to complete two case study reviews (one each semester) regarding an international business venture. Case studies will be posted online for student selection with a one page, typed written analysis provided for each.

**Unit Tests:** A unit test will be given following the completion of each standard taught. A total of twelve unit tests will be administered.

**Midterm**: Summative assessment of the first five units within the International Marketing Curriculum.

**Final Exam:** A district provided summative assessment used to gauge student understanding in all twelve units addressed throughout the year.

**Grading**

Final Exam: 25% Midterm: 15% Unit Tests: 25%

Business Paper 15% Coursework: 15% Case Studies 5%

**Grading Scale**

**A** 93 – 100 **B**  85 – 92 **C** 77 – 84 **D**  70 – 76 **F**  69 or below

**Course Procedures & Policies**

* You are to be in your assigned seat **BEFORE** the bell rings with your binder open to the warm-up assignment section. Immediately begin working on your warm-up assignment. The warm-up assignment will be on the white board each day. **The warm-up assignment** will count towards class participation each day and is a **very important study tool for all tests**; do not take it lightly. Periodically, some will be graded so be sure to complete these daily.
* It is the students’ responsibility to speak with the instructor about any missed assignments due to absences. **All work must be made up within five school days, no exceptions!** Class or homework must be turned in on time. Student will lose 10% of their grade after one day. 20% after two days and any work turned in after the second day will receive a zero grade.
* No food or drinks will be allowed in class.
* There will be **NO INTERUPTIONS OR TALKING** when the instructor is lecturing, students are presenting, or during the student warm up period.
* Phones may be on but must be silent and out of sight. The teacher may have students use their phones for school work and will direct them accordingly.
* Students may not line up at the door awaiting the bell

**Consequences for Violating a Class Policy**

* Verbal warning – seat change
* Parental phone call or email to discuss issue
* Conference/Detention **after** school with teacher, 24 hour notice given
* Referral to Administration

**Sign & Return This Portion of the Syllabus by Friday, August 29, 2014**

**DECA-** is a student-centered organization whose program of leadership and personal development is designed specifically for students enrolled in marketing education classes through competitive events, community service, and leadership activities. DECA provides the opportunity to apply essential standards and workplace readiness skills through authentic experiences. EACH STUDENT IN THIS CLASS WILL BE REQUIRED TO COMPLETE THE CAPSTONE PROJECT OF THIS COURSE regardless of your decision to join DECA & compete with it. For students who choose to join DECA; a $40.00 club fee applies.. Please see DECA Advisor for more information. \_\_\_\_\_\_\_\_\_(Initials)

By signing below I (Print Students Name)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ am stating that I have read the course syllabus and agreed upon classroom rules. I agree to be an active participant and complete all assignments to the best of my ability. I understand that this course will require some internet research. It is my responsibility to ensure that if I do not have access to the internet that I use the school media center, public libraries, or other resources within the timelines given for an assignment. **\_\_\_\_\_ (Initial)**

I give permission for my work and name to be displayed on a class webpage as an example of outstanding work.

**\_\_\_\_\_ (Initial)**

I have purchase class materials and will bring them to class every day: 3 ring binder w/ pockets, college rule loose leaf paper, & pencil (Flash drive suggested). **\_\_\_\_\_ (Initial)**

**STUDENT**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Student** #:\_\_\_\_\_\_\_\_\_/33

**PARENT**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Parent Contact Information**

**PHONE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**EMAIL:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Best Time to Contact:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Preferred Method of Contact:** Email Phone

*\*Circle which answer best applies*

**Date Returned:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Important Course Dates**

|  |  |
| --- | --- |
| **Test** | **Date** |
| **1.0** | Thursday, September 11, 2014 |
| **2.0** | Wednesday, October 1, 2014 |
| **3.0** | Thursday, November 20, 2014 |
| **4.0** | Tuesday, December 9, 2014 |
| **5.0** | Thursday, January 8, 2015 |
| **Midterm** | Week of January 12 -16, 2015 |
| **6.0** | Thursday, February 5, 2015 |
| **7.0** | Wednesday, February 25, 2015 |
| **12.0** | Wednesday, March 11 2015 |
| **9.0** | Thursday, April 2 , 2015 |
| **10.0** | Thursday, April 30, 2015 |
| **11.0** | Thursday, May 14, 2015 |
| **8.0** | Wednesday, May 27, 2015 |
| **Final Exam** | Week of June 1st, 2015 |

**International Business Plan (IBP)**

As part of your course curriculum, a business proposal regarding the start of a new business venture in an international setting is required. This assignment is based off the of the DECA International Business Plan Event and is a key component of your course grade. A breakdown of this paper and due dates are listed below. These dates are fluid but provide a framework for concepts and how you should structure your time and paper accordingly.

|  |  |
| --- | --- |
| **Paper Details** | **Date** |
| 1. **Introduction** | Friday, September 19, 2014 |
| 1. **Analysis of the International Business Situation** | Thursday, October 9, 2014 |
| 1. **Planed Operation of the Proposed Business/Product/Service** | Wednesday, October 29, 2014 |
| 1. **Planned Financing** | Wednesday, December 3, 2014 |
| 1. **Executive Summary** | Friday, December 19, 2014 |
| 1. **Bibliography & Appendix (optional)** | Friday, December 19, 2014 |
| **Business Plan Presentations** | Week of January 12 -16, 2015 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | Unit | **Subject/Objective** | **Notes/Comments/Assignments Due** |
| Mon. 8/25 | 1.01 | Need for Int’l Trade |  |
| Wed. 8/27 | 1.01 | Need for Int’l Trade |  |
| Fri. 8/29 | 1.01 | Need for Int’l Trade |  |
| **Monday, September 1, 2014 Labor Day** | | | |
| Wed. 09/03 | 1.02 | Arguments for/against ITM |  |
| Fri. 09/05 | 1.02 | Arguments for/against ITM |  |
| Tues. 09/09 | 1.02 | Arguments for/against ITM |  |
| Thurs. 09/11 | 2.01 | Comparative adv/factors/prod | **Test 1.0** |
| Mon. 09/15 | 2.01 | Comparative adv/factors/prod |  |
| Wed. 09/17 |  | Project day | **Project prep** |
| Fri. 09/19 | 2.02 | Trade Barriers | **Part II: Introduction Due** |
| Tues. 09/23 | 2.02 | Trade Barriers |  |
| Thurs. 09/25 |  | Project day | **Project 3A: Econ./Political/Legal Analysis** |
| Mon. 09/29 | 2.03 | Int’l Trade Organizations |  |
| Wed. 10/01 | 2.03 | Int’l Trade Organizations | Test 2.0 |
| Fri. 10/03 | 3.01 | Cultural Influences |  |
| Tues. 10/07 |  | Project day | Project prep |
| Thurs. 10/09 |  | Project day | **Project 3B: Trade/Cultural Analysis** |
| Mon. 10/13 | 3.02 | Negotiating in different cultures |  |
| Wed. 10/15 | 3.02 | Negotiating in different cultures |  |
| Fri. 10/17 | 3.02 | Negotiating in different cultures | **Test 3.0** |
| Tues. 10/21 |  | Project day | **Project 2 Introduction** |
| Thurs. 10/23 | 4.01 | Demographics & social class |  |
| Mon. 10/27 |  | Project Day | Project Prep *\*End of First Quarter* |
| Wed. 10/29 |  | Project Day | **Project 4B Product strategy** |
| **Friday, October 31, 2014 Teacher Workday No School** | | | |
| Mon. 11/03 | 4.01 | Demographics & social class |  |
| Wed. 11/05 | 4.01 | Demographics & social class |  |
| Fri. 11/07 |  | Project day | **Project prep** |
| **Tuesday, November 11, 2014 Veterans Day** | | | |
| Wed. 11/12 |  | Project day | **Project prep** |
| Fri. 11/14 | 4.02 | Economic systems |  |
| Tues. 11/18 | 4.02 | Economic systems |  |
| Thurs. 11/20 |  | Project day | **Project 4A: Proposed organization** |
| Mon. 11/24 |  | Project day | **Project 4A:Proposed organization** |
| **November 26 – November 30, 2014 Thanksgiving Break** | | | |  | Project day | **Project 4A Proposed organization** |
| Mon. 12/01 |  | Project day | **Project 4C: Pricing & promotion strategies** |
| Wed. 12/03 |  | Project day | **Project 5: Financial plan** |
| Fri. 12/05 | 4.03 | Political/legal systems |  |
| Tues. 12/09 | 4.03 | Political/legal systems | **Test 4.0** |
| Thurs. 12/11 | 5.01 | International mktg. segment |  |
| Mon. 12/15 | 5.02 | International mktg. research |  |
| Wed. 12/17 |  | Project day | **Project prep** |
| Fri. 12/19 |  | Project day | **Executive Summary, Bibliography & Appendix (optional) Due** |
| **December 22 – January 4, 2015 Christmas Break** | | | |
| Tues. 01/06 | 5.02 | International mktg. research |  |
| Thurs. 01/08 |  | Project Day | **Test 5.0** |
| Mon. 01/12 | 6.01 | Gaining competitive advantage | **IBP Visual Aids Due / Business Presentations** |
| Wed. 01/14 |  | Project Day | Midterm |
| Fri. 01/16 |  | Project Day | **IBP Presentations** |
| **Monday, January 19, 2015 Martin Luther King Jr Holiday. End of Quarter 2.** | | | |
| **Date** | Unit | **Subject/Objective** | **Notes/Comments/Assignments Due** |
| Wed. 01/21 | 6.01 | Gaining competitive advantage |  |
| **Friday, January 23, 2015 Teacher Work Day** | | | |
| Mon 01/26 | 6.02 | Expanding product-markets |  |
| Wed 01/28 | 6.02 | Expanding product-markets |  |
| Fri 01/30 | 6.03 | Outsourcing |  |
| Tues. 02/03 | 6.03 | Outsourcing |  |
| Thurs. 02/05 | 7.01 | Standardization & adaptation | **Test 6.0** |
| Mon 02/09 | 7.01 | Standardization & adaptation |  |
| Wed 02/11 | 7.02 | Developing brand images |  |
| **February 13 – February 16, 2015 Teacher Work Days No School** | | | |
| Tues. 02/17 | 7.02 | Developing brand images |  |
| Thurs. 02/19 | 7.02 | Developing brand images |  |
| Mon 02/23 | 12.01 | Labor & management issues |  |
| Wed 02/25 | 12.01 | Labor & management issues | **Test 7.0** |
| Fri 02/27 | 12.02 | International careers |  |
| Tues. 03/03 | 12.02 | International careers |  |
| Thurs. 03/05 | 9.01 | Communication & promotion |  |
| Mon. 03/09 | 9.01 | Communication & promotion |  |
| Wed. 03/11 | 9.01 | Communication & promotion | **Test 12.0** |
| **Thursday, March 12 – March 15, 2015 Teacher Work Days No School** | | | |
| Tues. 03/17 | 9.02 | Advertising |  |
| Thurs. 03/19 | 9.02 | Advertising |  |
| Mon 03/23 | 9.02 | Advertising |  |
| Wed 03/25 | 9.03 | Selling process |  |
| Fri 03/27 | 9.03 | Selling process |  |
| Tues. 03/31 | 9.03 | Selling process | *\*End of Quarter 3* |
| Thurs. 04/02 | 10.01 | Exchange rates | **Test 9.0** |
| **Friday, April 3 – April 12, 2015 Spring Break** | | | |
| Tues. 04/14 | 10.01 | Exchange rates |  |
| Thurs. 04/16 | 10.02 | Pricing strategies |  |
| Mon 04/20 | 10.02 | Pricing strategies |  |
| Wed 04/22 | 10.03 | Balance of payments |  |
| Fri 04/24 | 10.03 | Balance of payments |  |
| Tues. 04/28 | 11.01 | Strategic business units |  |
| Thurs. 04/30 | 11.01 | Strategic business units | **Test 10.0** |
| Mon 05/04 | 11.02 | International entry strategies |  |
| Wed 05/06 | 11.02 | International entry strategies |  |
| Fri 05/08 | 8.01 | Marketing intermediaries |  |
| Tues. 05/12 | 8.01 | Marketing intermediaries |  |
| Thurs. 05/14 | 8.02 | Logistical systems | **Test 11.0** |
| Mon 05/18 | 8.02 | Logistical systems |  |
| Wed 05/20 | 8.03 | International retailers |  |
| Fri 05/22 | 8.03 | International retailers |  |
| **Monday, May 25, 2015 Memorial Day** | | | |
| Wed. 05/27 |  | Final Exam Review | **Test 8.0** |
| Fri. 05/29 |  | Final Exam Review |  |
| Tues. 06/02 |  | Finals Begin |  |
| Thurs. 06/04 |  |  |  |
| Mon. 06/08 |  |  |  |
| Wed. 06/10 |  |  |  |
| ***Thursday, June 11, 2015 End of Quarter 4*** | | | |