**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 C308 / 3B in B308 **Phone:** 980.343.0860

**Tutoring:** Tues - Thurs 2:15 PM – 3:00 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:** Successful completion of a prior Marketing course is HIGHLY recommended.

**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.
* **Edmodo Account:** Files will be shared & saved using Edmodo. Write down your password for this site as email submission of work will not be accepted.

* **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 four 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** 90 – 100 **B**  80 – 89 **C** 70 – 79 **D**  60 – 69 **F**  59 or below

**Course Procedures & Policies**

* Backpacks are to be placed in the closet closest to the whiteboard. Remove all materials needed prior to the bell. You will not be allowed back in the closet without prior permission.
* 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 posted 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 28, 2015**

**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 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** #:\_\_\_\_\_\_\_\_\_/25

**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**

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| --- | --- | --- |
| **Test** | **A Day Schedule** | **B Day Schedule** |
| **1.0** | Wednesday, September 16, 2015 | Thursday, September 17, 2015 |
| **2.0** | Monday, October 5, 2015 | Tuesday, October 6, 2015 |
| **3.0** | Wednesday, October 21, 2015 | Tuesday, October 20, 2015 |
| **4.0** | Monday, November 16, 2015 | Tuesday, November 17, 2015 |
| **5.0** | Wednesday, December 9, 2016 | Thursday, December 10, 2016 |
| **Midterm** | Week of January 11 -15, 2016 | Week of January 11 -15, 2016 |
| **6.0** | Monday, February 8, 2016 | Tuesday, February 9, 2016 |
| **7.0** | Tuesday, March 1, 2016 | Wednesday, March 2, 2016 |
| **8.0** | Tuesday, March 15 2016 | Wednesday, March 16 2016 |
| **9.0** | Tuesday, April 12, 2016 | Wednesday, April 13, 2016 |
| **10.0** | Wednesday, April 27, 2016 | Thursday, April 28, 2016 |
| **11.0** | Monday, May 9, 2016 | Tuesday, May 10, 2016 |
| **12.0** | Monday, May 23, 2016 | Tuesday, May 24, 2016 |
| **Final Exam** | Week of June 1, 2016 | Week of June 1, 2016 |

**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 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** | **Questions Date** | **Paper Date** |
| **Part 3 List top three problems your prod./service addresses**  **Part 4 Customer Segments** | Sept. 3 (A) / 4 (B) | Nov. 23 (B) / 24 (A) |
| **Part 5 Unique Value Proposition**  **Part 6 Solution** | Sept. 14 (A) / 15 (B) | Nov. 23 (B) / 24 (A) |
| **Part 2 Analysis of the International Business Situation Part A** | Sept. 22 (A) / 21 (B) | Oct. 15 (A) / 16 (B) |
| **Part 2 Analysis of the International Business Situation Part B** | Oct. 1 (A) / 2 (B) | Oct. 15 (A) / 16 (B) |
| **Part 7 Channels**  **Part 12 Competitive Advantage** | Oct. 28 (A) / 29 (B) | Nov. 23 (B) / 24 (A) |
| **Part 8 Revenue Streams**  **Part 9 Cost Structure** | Nov. 12(A) / 13 (B) | Nov. 23 (B) / 24 (A) |
| **Part 10 Detailed Financials**  **Part 11 Key Metrics** | Dec. 17 (A) / 18 (B) | January 6 (A) / 7 (B) |
| **Part 13 Conclusion** | Jan. 12 (A) / 13 (B) | January 21 (A) / 22 (B) |
| **Part 1 Executive Summary**  **Part 14 Bibliography**  **Part 15 Appendix (optional)** | N/A | Jan. 19 / 20 |
| **Final Drafts Due**  **Business Plan Presentations** | **Paper is January 28 (A) / 29(B)**  **Week of February 16, 2016** | |

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