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MARK 363, International Marketing, Spring 2019
Tuesday, 2:00-4:30 PM, 7 Ly Tu Trong, District 1, HCM City

Catalog Description

This course develops an understanding of marketing problems in an international context with attention given to how international factors impact consumers, competition, and marketing strategies.

Outcome: Students apply the principles of marketing to solve marketing problems in an international context. Students analyze cases and identify optimal solutions to international marketing problems. Prerequisite: MARK 201

Course Objectives

- To expand the marketing concepts previously learned on a global level.
- Develop a broader understanding of the world and how marketing relates to it.
- To develop analytical and problem-solving skills.
- Students will improve project management skills, and written and oral communication skills.

Required Material

Cateoria P., Gilly M, Graham J and Money R, 2016. *International Marketing* 17th edition, Mcraw-Hill Education

Course Requirements and Grading Criteria

Lectures and Class Discussions: PowerPoints will be posted on Sakai, however these are only an outline of what is discussed in class. PowerPoints are a courtesy and are to be used as a helpful guide in following along in the discussion. It is the student's responsibility to fill in these "guides" with relevant information taken from lectures and the book. Any missed work is the student's responsibility. Class meetings will consist of lecture and short projects, films, etc. that reinforce material recently covered.

Midterm and Final Exam: There will be a midterm and final exam given during the semester. The Midterm will be comprised of Chapters 1-9. The Final Exam will include Chapters 10-18.

Final Project: Students will launch a new product in the country of their choice. The product must adhere to the culture and not presently exist in this market. Additional details will follow.

Quinlan School of Business Policies

Attendance

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students.

Students "may" be excused for funerals with advanced notice and sickness with a doctor's note. Any excused absence is at the professor's discretion. Notification prior to class is highly recommended. The student is responsible for any assignments, notes or requirements missed during an absence.

Late Policy

All assignments should be printed and are due at the start of the class time on the due date, unless otherwise specified on the course schedule. Assignments that are submitted up to 24 hours late can only earn up to 50% of the possible points for the assignment; assignments that are submitted more than 24 hours late will not be accepted.

Academic Integrity

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood. Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of zero for the assignment or examination. Students may be subject to additional penalties such as failing the course.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

Students with Disabilities

If you have a documented learning or physical disability and wish to discuss academic accommodations, please contact me within the first two weeks of the quarter.

Harassment: Loyola University does not tolerate racial, sexual or other forms of harassment of faculty, staff, or students. If you feel you are subject to such harassment, please notify me.

Course Outline by week

Course Grade Breakdown		Course Grading Scale			
Lecture participation = 10% Midterm = 30% Final Exam = 30% Final Project = 30%		A	100-93%	A-	92-90
		B+	89-87	B	86-83
		B-	82-80	C+	79-77
		C	76-73	C-	72-70
		D+	69-67	D	66-60
		F	59 and below		
Week 1	Syllabus, Intro to International Marketing, History, Assessing Global Markets	Chapter 1			

Week 2	Culture, Political and Legal Environments	Chapters 2-3
Week 3		Chapters 4-5
Week 4	Marketing Research, Economic Development, USA	Chapters 6-7
Week 5		Chapters 8-9
Week 6	Midterm Exam	Chapters 1-9
Week 7	Europe/Africa/Middle East/Asia	Chapters 10-11
Week 8	Global Management, Products	Chapters 12-13
Week 9		Chapter 14
Week 10	Marketing Channels/IMC/Advertising	Chapters 15-16
Week 11	Personal Selling, Pricing	Chapters 17-18
Week 12	Final Exam	Chapters 10-18
Week 13	Final Project	

Any Special Requests, Circumstances, or Instructor Policies

- Please turn off and do not use cell phones or other wireless devices, including laptop computers, in class.
- Refer to the course Sakai site for notes, slides, and other class-related handouts/resources.
- I will return e-mails and phone calls in a timely manner and expect the same from students.
- Always be respectful of student differences, various ideas and backgrounds.

Please note: This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.