



## Graduate Course Syllabus

### INT 640: International Marketing Strategy

Center: Online

#### Course Prerequisites

None

#### Course Description

Develop practical managerial skills in multinational market research, branding, consumer behavior, sales, and product development in a global market. Study topics include budgeting, market entry, local market development, and global market integration. Assess foreign market conditions in mature, new-growth, and emerging market environments for developing effective international marketing strategies.

#### Course Competencies

- Analyze international marketing research and intelligence to inform marketing decisions
- Determine an organization's readiness to conduct international marketing efforts
- Develop international marketing strategies using the marketing mix

#### Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through the [SNHU Online Bookstore](#) rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

#### *Global Marketing Management*

Masaaki Kotabe and Kristiaan Helsen

Wiley

7<sup>th</sup> edition

ISBN: 978-1-119-29871-7

Access code for CultureWizard, a cultural competency training portal

Once you purchase your access code through the bookstore, go to the [SNHU CultureWizard](#) page, click **Create an Account**, and enter the access code you purchased. Be sure to use your SNHU email address to sign up.

#### Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

### **Instructor Availability and Response Time**

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

### **Grade Distribution**

<b>Assignment Category</b>	<b>Number of Graded Items</b>	<b>Point Value per Item</b>	<b>Total Points</b>
Discussions	6	35	210
PESTEL Analysis	1	40	40
Short Paper	1	40	40
STP Proposal	1	50	50
Journal	1	40	40
Pocket Negotiation Guide	1	50	50
Final Project			
Milestones	3	90	270
Final Project	1	300	300
			<b>Total Course Points: 1,000</b>

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

### **University Grading System: Graduate**

<b>Grade</b>	<b>Numerical Equivalent</b>	<b>Points</b>
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67

Grade	Numerical Equivalent	Points
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

\* Please refer to the [policy page](#) for information on the incomplete grade process.

### Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

### Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	<p>Introduction to Global Marketing and Cross-Cultural Analysis</p> <p><i>Global Marketing Management</i>, Chapters 1 and 4, and Chapter 18 ("Emerging Markets" p. 548)</p> <p>1-1 SNHU's CultureWizard Culture Calculator Self-Assessment Survey (Non-graded)</p> <p>1-2 Discussion: Getting Started and Cross-Cultural Challenges</p> <p>1-3 Journal: Final Project Review</p> <p>1-4 Discussion: Final Project Collaboration Space (Non-graded)</p>
2	<p>Conducting Global Marketing Research</p> <p><i>Global Marketing Management</i></p> <p>Chapter 2 ("Introduction" pp. 33–34, "Country Competitiveness—Emerging Economies" pp. 39–43, and "Information Technology and the Changing Nature of Competition" pp. 49–52)</p> <p>Chapter 3 ("Foreign Exchange and Foreign Exchange Rates" pp. 68–72, and "Economic and Financial Turmoil in the World—Marketing in the Euro Area" pp. 80–90)</p> <p>Chapter 5 ("Political Environments—Individual Governments" pp. 126–138, "Managing the Political Environment" pp. 141–144, "International Law and Local Legal Environment" pp. 151–161, and "Global Perspectives 5.6: How Should I Protect My Invention in Multiple Countries?" p. 163)</p> <p>Chapter 6</p> <p>Chapter 19 ("Barriers to Global Internet Marketing" p. 578–584)</p> <p>2-1 Discussion: Impacts of the Internet on Global Marketing Research</p> <p>2-2 PESTEL Analysis: Opportunity and Risk in the Foreign Macroenvironment</p>

Module	Topics and Assignments
3	<p>Global Marketing Strategies  <i>Global Marketing Management</i>  Chapter 8  Chapter 18 (“Entry Strategies for Emerging Markets” pp. 562–563)  Chapter 19 (“Globally Integrated Versus Locally Responsive Internet Marketing Strategies” pp. 585, 587–588)  3-1 Milestone One: Situational Analysis and Situational Target Market Summary</p>
4	<p>Segmentation, Targeting, and Positioning for Global Markets  <i>Global Marketing Management</i>, Chapter 7  4-1 Discussion: Middle Class on Two Dollars Per Day  4-2 STP Proposal  4-3 Reviews and Reminders</p>
5	<p>Global Marketing Policy Decisions: Branding and Product Line Management  <i>Global Marketing Management</i>  Chapter 11  Chapter 18 (“Entry Strategies for Emerging Markets” pp. 562–563)  Chapter 19 (“The Internet and Global Product Policy” pp. 589–591)  5-1 Milestone Two: Marketing Strategy Framework</p>
6	<p>Global Product Policy and New Product Development  <i>Global Marketing Management</i>  Chapter 10  Chapter 18 (“Product Policy” pp. 564–565)  Chapter 19 (“Global Perspective 19-3: Planet Google” p. 587)  6-1 Discussion: Dynamic Marketing Capabilities  6-2 Short Paper: The Integration-Responsiveness Framework in Product Innovation Policy  6-3 Reviews and Reminders</p>
7	<p>Global Pricing Policy  <i>Global Marketing Management</i>  Chapter 12  Chapter 18 (“Pricing Strategy” pp. 567–568)  Chapter 19 (“Global Pricing and the Web” pp. 591–593)  7-1 Milestone Three: Marketing Mix</p>
8	<p>Launching Global Communication and Advertising  <i>Global Marketing Management</i>  Chapter 13  Chapter 14 (“Market Entry Options and Sales Force Strategies” p. 428–437, and “Cross-Cultural Negotiations” pp. 444–448)  Chapter 18 (“Communication Strategies for Emerging Markets” p. 572–573)  Chapter 19 (“Global Marketing and the Internet” pp. 596–601)  8-1 Discussion: Advertising Around the World  8-2 Pocket Negotiation Guide  8-3 Reviews and Reminders</p>

Module	Topics and Assignments
9	<p>Global Placement Policy and the Organization and Control of Global Marketing Operations</p> <p><i>Global Marketing Management</i></p> <p>Chapter 15 (“Definition of Global Logistics” p. 459, “Managing Physical Distribution” pp. 461–469, “International Distribution Channel” pp. 482–494)</p> <p>Chapter 17 (“Global Strategic Marketing Planning” pp. 529–544)</p> <p>Chapter 18 (“The Distribution Challenge” pp. 568–571)</p> <p>Chapter 19 (“Global Distribution Strategies and the Internet” pp. 593–596)</p> <p>9-1 Final Project Submission: Strategic Global Marketing Plan Report</p>
10	<p>Emerging Trend: Social Media for Global Marketing</p> <p>10-1 Discussion: Social Media for Global Marketing</p>

### Course Participation

Course participation is required within the first week of the term for all online courses. *Participation* in this context is defined as completing one graded assignment during the first week of the course. Otherwise, students will be administratively removed for nonparticipation. Students who do not participate during the first week may forfeit their rights to be reinstated into the course. Students who stop attending a course after the first week and who do not officially withdraw will receive a grade calculated based on all submitted and missed graded assignments for the course. Missed assignments will earn a grade of zero. See the [course withdrawal policy](#) and the [full attendance policy](#) for further information.

### Late Assignments

Students who need extra time may submit assignments (excluding discussion board postings) up to one week after the assignment due date. Discussion board submissions will not be accepted for credit after the deadline except in extenuating circumstances.

- A penalty of 10 percent of the total value of the assignment will be applied to the grade achieved on the late assignment regardless of the day of the week on which the work is submitted.
- Students who submit assignments more than one week late will receive a grade of zero on the assignment unless they have made prior arrangements with the instructor.

Students must submit all assignments no later than 11:59 p.m. (in their own time zone) on the last day of the term. No assignments are accepted after the last day of the term unless an incomplete has been submitted. See the [incomplete grades policy](#).

There may be times an instructor makes an exception to the late assignment policy. Instructors may accept late work, including discussion board posts, with or without prior arrangement.

- Exceptions to the late policy on these grounds are left to the instructor’s discretion, including whether the late penalty is applied or waived. Students should not assume that they will be allowed to submit assignments after the due dates.
- If an instructor finds that they are unable to determine whether an exception to the late policy would be appropriate without documentation, the collection and review of student documentation should be

handled through the Dispute Resolution team in order to protect the student's privacy. In these cases, students should file a [Student Concern Dispute form](#) to have the circumstances reviewed.

If a student is experiencing (or knows they will experience) a circumstance, including pregnancy, that is protected under the Americans with Disabilities Act or Title IX, they are encouraged to contact the [Online Accessibility Center \(OAC\)](#) as soon as possible to explore what academic accommodations might be offered. Instructors must honor all deadlines established through the OAC.

### **Student Handbook**

Review the [student handbook](#).

### **ADA/504 Compliance Statement**

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted the [ADA/504 Grievances Policy](#) (version 1.2 effective October 16, 2017), providing for prompt and equitable resolution of complaints regarding any action prohibited by Section 504 or the ADA.

For further information on accessibility support and services, visit the [Disability and Accessibility Services](#) webpage.

### **Academic Integrity Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

### **Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

### **Withdrawal Policy**

Review the [full withdrawal policy](#).

### **Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).