COURSE SYLLABUS

Please read the following course syllabus carefully, especially the course dates, times and location. If you have any questions, please do not hesitate to communicate with the IDEAL Program office, your academic advisor, or the instructor.

The IDEAL degree-completion program is designed with the adult learner in mind. Adult learners approach learning with specific goals, want to be able to directly apply new learning to their work and personal lives, and tend to learn best when the coursework is problem-centered so that they are actively engaged in the learning process. In addition, adults bring rich and varied experience to the classroom, which becomes a valuable learning resource for other students.

The IDEAL Program assumes joint responsibility in the learning process. The activities and assignments in the courses build on the shared experience of all learners in each class. This is why each student's preparation, participation and interaction in class activities and discussions are critical to the success of each course. The accelerated format of each course requires a significant amount your time outside the course to prepare for and complete the course assignments. This varies between students and courses; however, students typically spend nine-twelve hours per week on course material.

To participate in the IDEAL Program, it is expected that you will do the following:

1. Participate in and complete the online orientation prior to your first online course.
2. Obtain the required course materials prior to the course start date.
3. Login and participate in your course a minimum of three times per week.
4. Complete all assignments to the best of your ability.
5. Participate in the class discussions and demonstrate respect and consideration to the instructor and other students when they express themselves in discussion.
6. If you have any technical difficulties, you must contact the Office of Distance Education immediately at ubonline@bridgeport.edu.

If you cannot perform these six expectations, it is recommended that you drop the course. We look forward to your academic success in each course and the ultimate completion of your degree.

Course No. & Title: MKTG 342 DL2, Multinational Marketing
Semester and Term: Spring 2014
Day and Dates: 3/9/14 – 5/3/14
Time: online
Campus Location: Distant Learning

Course Description:
Lecture and case studies, exploring cultural, political, economic and legal aspects of the development and operation of companies marketing overseas. Planning, organizing, controlling, and promoting for industrial and consumer goods.
Prerequisite Course: MKTG 305 and senior status
Course Code: BC, BUS

Instructor & contact information:
Jennifer MacKenzie
Cell Phone – 203-520-7772
Email – jmackenz@bridgeport.edu

Required Textbook:
International Marketing, by Philip R. Cateora and John L. Graham, 16th Ed., McGraw-Hill. ISBN-9780073529974

To order textbooks, go to the bookstore website at http://bridgeport.textbooktech.com/
Select IDEAL Campus and login to the bookstore. Select the course and follow instructions.

Learning Outcomes:
Upon completion of this course the student should be able to:
Appreciate the impact of globalization on business;
Understand the impact of cultural differences on international marketing strategies;
Identify economic, legal and political differences in other markets and their impact on marketing;
Assess global opportunities and international markets through research;
Describe how product differentiation and cost control affect international marketing decisions.

Country Customs and Culture Project: Students pick a country and present the external environmental factors (i.e. political, economic, infrastructure, culture) that impact international marketing in the country.

Written Assignments: Are to be turned in by Noon on the day they are due.

Week 1
Read Chapters 1 through 2 in the text.
Post an introduction of yourself in the Introduce Yourself Discussion
Submit the answers to following discussion questions at the end of the chapters.
Chapter 1 – Question 4 on page 24.
Chapter 2 – Question 4 on page 50.
Select a Country for Class Culture and Customs Project – Review Project Requirements and checklist – Post country choice in Country Project Discussion Forum
Country Customs and Culture Project: Students pick a country and present the external environmental factors (i.e. political, economic, infrastructure, cultural) that impact international marketing in the country
Participate in online discussions for Crossing Borders 1.2, 1.3, 1.4, 2.1, and 2.3
Post any questions on the text to the Text Discussion throughout the course

Week 2
Read Chapters 3 through 5
Submit the answers to questions 1-4 of The Euro Disney Case at www.mhhe.com/cateora16e.
Submit a list of 5 sources used to begin country project
Online discussion - current periodical Topic TBD
Participate in online discussions for Crossing Borders 3.2, 3.3, 3.4, 4.1, 4.3, 5.1, 5.2 and 5.4
Post any questions on the Country Project to the Country Project Discussion Forum

Week 3
Read Chapters 6, 7 and 8 (pp. 224-232) in the text.
Submit the answers to the following questions at the end of the chapters
Chapter 6 – Questions 3,5 and 11
Chapter 7 – Questions 3, 6 and 9
Participate in online discussion for Crossing Borders 6.2, 6.3, 7.1, 7.2, 8.1 and 8.2
Post any questions on the Country Project to the Country Project Discussion Forum

Week 4
Read Chapters 9 – 11 in the text
Submit Answers to question 8 on page 281, question 6 on page 308 and question 2 on page 337
Participate in online discussion for Crossing Borders 9.1, 9.2, 10.1, 10.2, 10.3, 11.1 and 11.2
Participate in online discussions for Global Perspectives Chapter 10 (pg. 283) and Chapter 11 (p. 311)
Post any questions on the Country Project to the Country Project Discussion Forum

Week 5
Read Chapters 12(pp. 338-348), 19 (pp. 366-383) and 15(pp. 430-450) in the text
Submit comments on 2a, 2b and 2c for Marketing to the Bottom of the Pyramid at www.mhhe.com/cateora16e
Participate in online discussion for Crossing Borders 12.2, 13.1, 13.2, 13.4 and 15.2
Online discussion current periodical - TBD
Post any questions on the Country Project to the Country Project Discussion
Turn in First Draft of Country Project

Week 6
Read Chapters 16 (pp. 464-488) and 18 (pp. 534-551) in the text
Submit the answers to questions 2, 3 and 4 for Case 4.6 - Making Socially Responsible and Ethical Marketing Decisions: Selling Tobacco to Third World Countries at www.mhhe.com/cateora16e
Participate in online discussion for Crossing Borders 16.3, 16.4, 18.1 and 18.2
Participate in online discussion for Chapter 18 Global Perspective
Question and Answer – Country Project
Post any questions on the Country Project to the Country Project Discussion

Week 7
Read Chapter 17 (pp. 506 – 519) and Chapter 19 (pp. 564-577) in the text
Participate in online discussion for Crossing Borders 17.1,
Participate in online discussion on Chapter 17 Global Perspective
Turn in Country Projects

Week 8
Submit Comments and questions on Country Projects turned in by classmates – Reach each country project and post questions and comments
Rank your top three choices in the Voting Discussion Forum

(Please note that attendance and participation are mandatory in order to pass this class)

Letter Grading Scale:

% of Points Earned	Letter Grade
100-94	A
93-90	A-
89-87	B+
86-84	B
83-80	B-
79-77	C+

% of Points Earned	Letter Grade
76-74	C
73-70	C-
69-67	D+
66-64	D
63-60	D-
Below 60	F

ACADEMIC POLICIES

Attendance Policy

Course attendance via online participation is an integral part of the online academic experience; therefore, students are expected to be participative in all course activities and discussions. If an absence is unavoidable, the student should communicate with the instructor. Arrangements should be made at that time for submission of any missed assignments.

IMPORTANT:

- An absence (lack of participation) in any week of the course, will drop the final grade by one letter grade (for example if a student earns a grade of "B" in the course, the final grade would be a "C").
- An absence of two or more weeks will be cause for a failing grade.

Drop Procedures

To drop a course, you must complete and submit a Schedule Change Request Form. The form can be accessed at the IDEAL Course Schedule webpage: http://www.bridgeport.edu/academics/continuinged/ideal-academic-degree-programs-and-certificates/ideal-course-schedule/.

Please print and complete the form and fax the form to the IDEAL Office: 203-576-4537. Prior to dropping a course, the student should contact their IDEAL Academic Advisor to understand the implications to financial aid and/or degree plan progress.

Please review the drop fees and tuition refunds at the Academic Calendar; accessed at the IDEAL Course Schedule webpage (same link above).

Cell Phones

Cell phones must be turned off (or placed on "vibrate") while in the classroom. A cell phone call is disruptive and disrespectful to the other students in the class.

Academic Dishonesty

The IDEAL program prohibits all forms of academic dishonesty. Academic dishonesty is normally defined as, but not limited to, the following two categories:

Cheating – Using inappropriate sources of information in an assignment or on a test. The following are examples of cheating taken from real student experiences:

> Case #1: A student is enrolled in an introductory psychology course. He has co-workers who have taken the same course. As the end of the course approaches, he wonders how he will find the time to get the research paper finished, and asks one of his co-workers for help. His co-worker hands him a research paper that he submitted in a similar course. The student makes minor modifications to the paper, and submits it under his own name.
>
> Case #2: A student enrolled in a humanities course is unsure about how to structure an essay. She is doing research on the World Wide Web, and comes across an essay written by a student from another university. Using her

computer mouse, she copies and pastes the essay into her word processor. She goes to great lengths to re-word the paper in her own style, but essentially leaves the content and organization the same.

Plagiarism – Intentional as well as unintentional failure to acknowledge sources as well as the use of commercially available so-called "research papers" without full recognition of the source. Presenting as one's own, the ideas, words, or products of another. The following are examples of plagiarism taken from real student experiences:

> Case #3: A student is conducting research for a Civil War research paper. He has reviewed work on the Internet. Finding helpful information, he has summarized his findings without citing his sources. He believes that minor paraphrasing is all that is necessary.
>
> Case #4: A student is writing a paper that requires her to address specific topics and problems in the assigned course textbook. She takes the information directly from the textbook with slight modification, without giving any citation. She thinks that since it is the course textbook, she doesn't have to use quotations or citations.

Academic dishonesty applies to all courses, assignments or exams completed by students and submitted as their own original work, whether in person or by electronic means. The University does not tolerate cheating in any form. It is a serious breach of conduct with serious consequences. Instructors have the right to determine the appropriate penalty for academic dishonesty in their own courses; generally, however, such acts will result in a failing grade for the assignment and/or the course. The penalty for subsequent acts of academic dishonesty may include expulsion.

More information on how to recognize plagiarism can be found at this site: http://www.indiana.edu/~istd/plagiarism_test.html

Ethics Statement of Confidentiality

An integral component of an IDEAL course is student and faculty expression of personal experiences for the purpose of facilitating coursework. Students enrolled in the program are expected to honor confidentiality as it pertains to student disclosure. Shared information, comments, or opinions expressed by another student or the faculty member during the course of classroom discussion should never be used in a manner which is intended to humiliate, embarrass, harass, damage, or otherwise injure other students in their personal, public, or business lives. In addition, confidentiality must be upheld by not disclosing any information that would identify any particular individual.

ACADEMIC RESOURCE CENTER

The Academic Resource Center is available for IDEAL students seeking help in their studies. The Center is staffed by writing professionals and peer tutors. More information can be found at: http://www.bridgeport.edu/pages/2209.asp The Center is located on the 5th Floor of the Wahlstrom Library. Make an appointment or walk-in: Telephone: 203-576-4290. **Online Tutoring** is available at: www.etutoring.org. To use this free service you must have a UBNet account.

Obtaining a UBNet Account

Every registered student should obtain a UBNet Account. The account allows you to access MyUB; the portal for grades, library services, Canvas online learning system. Also, the account allows you access to computers in the Library and computer labs, and provides an email account in which the University sends out information. Go to: http://www.bridgeport.edu/ubnet - Click on "New UBNet Account" and follow the instructions.

The @bridgeport.edu email address is the official email the University uses to send information to you. You can have your bridgeport.edu email forwarded to any other private email account you use. Following the activation of your UBNet account (takes 24 hours), login at:
http://www.bridgeport.edu/email and click on "forwards" at the top of the page. Follow the directions to forward email messages to your other account.

Learning Management System (LMS) - Canvas
For all courses that use Canvas, you can access Canvas through the portal by using the myUB link. Faculty post class documents on Canvas e.g. syllabus, power points, discussion questions, case studies, current event articles, papers, reports etc. (save some trees). All students have access, and can download and copy the documents.
Canvas Tutorial For Students: https://bridgeport.instructure.com/courses/985903
For assistance contact the UB Help Desk at 203-576-4606 or email
helpdesk@bridgeport.edu https://bridgeport.instructure.com/courses/829447/

Accessing Your Grades & Schedule Online
The WebAdvisor online information system allows students to search for available classes, check grades, view semester class schedule and verify your personal profile. Grades are generally posted 2-3 weeks following the end of a course. To access WebAdvisor, login in to MyUB and follow the WebAdvisor menu on the right. If you are carrying a financial balance, access to WebAdvisor will be restricted.

Using the Library
Access to the Digital Library is through MyUB. On the MyUB home, in the central column, click on "myEureka Digital Library." Research tools available:

- Search for books held at the library.
- Search the online databases for your academic field; business, counseling, human services, psychology, etc.
- Send questions to the Reference Librarian for assistance in research topics and searching strategy.

Using Computers
Open access computer labs are available at three locations:

- Bridgeport – 1st floor of the Wahlstrom library. Check library hours of operation at: http://www.bridgeport.edu/library.
- Stamford – Room D; Check open hours at: http://www.bridgeport.edu/stamford

- Waterbury – Computer Lab; Check open hours at: http://www.bridgeport.edu/waterbury

Course Cancellations
Any emergency necessitating the canceling of courses will be announced by the University through the Emergency Notification Telephone Line, (203) 576-4159. Please call this number for information on course cancellations. Also, information will be posted under "Latest News" on the UB home page, (www.bridgeport.edu). Canceled classes will be made up either the week following the end of the course or in consultation between the instructor and the students as to day and time availability. Course cancellations are also announced on television and radio stations.

IMPORTANT CONTACT INFORMATION

Office	Telephone	Email
Bridgeport Campus Security	(203) 576-4911	ubsecurity@bridgeport.edu
Bursar	(203) 576-4692	bursar@bridgeport.edu
Cashier	(203) 576-4682	cashier@bridgeport.edu
Financial Aid	(203) 576-4568	sfs@bridgeport.edu
Registrar	(203) 576-4635	registrar@bridgeport.edu
Emergency Notification Phone	(203) 576-4159	
IDEAL Office	(203) 576-4800	idealinfo@bridgeport.edu

CAMPUS CONTACT INFORMATION

Campus	Address	Telephone	Email
Bridgeport	126 Park Avenue Bridgeport, CT 06604	(203) 576-4800	idealinfo@bridgeport.edu
Stamford	5 Riverbend Drive Stamford, CT 06750	(203) 358-0700	ubstamford@bridgeport.edu
Waterbury	84 Progress Lane Waterbury, CT 06705	(203) 573-8501	ubwaterbury@bridgeport.edu

Directions to IDEAL Campus locations	http://www.bridgeport.edu/pages/2260.asp

To fill out your financial aid report to the Federal Government, please go online to www.fafsa.ed.gov. The school code for the University of Bridgeport is 001416. Federal Student Aid Information: 1-800-433-3243.