



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

**MKTG 4363-900, International Marketing  
Fall 2024, CRN: 10821  
Department of Management & Marketing,  
College of Business  
Course Syllabus**

**Class Modality:** Hybrid Lecture

**Class Meeting Time and Place:** Monday: 5:30 PM – 6:45 PM CST  
Classroom Hall 319

**Class Duration:** Fall 2024, Aug 26 – Dec 13

**Instructor:** Dr. Roberto Saldivar  
Office: Business building 341.F  
Tel: 210-784-2671  
E-Mail: [rsaldivar@tamusa.edu](mailto:rsaldivar@tamusa.edu)  
Student emails will receive a reply within two business days.

**Course Website:** <https://tamusa.blackboard.com/>

**Office Hours (by appointment):** M: 10:00-12:15 PM and 2:00-5:15 PM (In-Person or ZOOM)  
T: 1:00-3:30 PM (ZOOM)

**Course Objectives:**

Examines marketing in other countries, the marketing implications of cultural and environmental differences, international marketing research and adaptation of product, price, promotion and distribution decisions to international environments. Topics include international trade theory and the multinational firm.

**Prerequisites:** MKTG 3311

**Student Learning Outcomes:** After successful completion of this course, students will be able to:

1. Explain how cultural differences among target countries can affect the development and implementation of global and international marketing strategies.
2. Explain and illustrate the advantages and disadvantages of different market entry strategies for firms pursuing a presence in foreign countries.
3. Describe the impact of country specific factors, such as the political, legal, regulatory, economic, competitive and technological factors have on the development of marketing strategies.
4. Understand the process of formulating international marketing strategies.
5. Overcome the barrier of lack of knowledge of world markets.

**AACSB Assessment:**

The College of Business received AACSB accreditation in Spring 2023. As part of that ongoing process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery and retention of the above course outcomes.

## Required Materials

**Textbook:** *International Marketing*, by Cateora, Gilly & Graham, 19th Edition with Connect.

**McGraw Connect Customer Service Number:** 1-800-331-5094

**Blackboard:** Students must connect to <http://tamusa.blackboard.com> where they will have access to a copy of this syllabus along with access to ebook for readings, videos, assignments with instructions, PPT lectures slides, assignments grades, and other supplementary materials in Blackboard. Review all the material before completing your assignments to improve your chances of earning a high mark.

**Software:** Please see the TAMUSA help desk to make sure you receive your login name and password for your TAMUSA login credentials. Students are required to use Zoom and Microsoft Office applications to complete various assignments. These products are available in the computer labs on campus, and students are able to download this software from the Microsoft software center using TAMUSA login credentials (see helpdesk for guidance).

**Computer Hardware:** You will need a computer with an internet connection, a microphone and speakers/headphones.

**Time:** You are expected to spend 4-8 hours per week for the course. Based on the background, some students may require more time. Time spent may be longer when assignment/exams are due.

**Other Recommended / Reading Materials:** Additional reading materials are available on the course website as recommended by the instructor.

***Course Requirements every student must fulfill in order to succeed in the course:***

1. Students should regularly check the Calendar, Announcements, and Messages (e-mail) system in Blackboard.
2. Students should keep up to date with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exams early in the semester.
4. Students should ask questions and communicate with the instructor in class, online, or during office hours.
5. Students are responsible for the availability of internet connectivity. Extensions to complete assignments will not be granted due to a lack of internet connectivity.
6. Students should remember that online and hybrid assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online asynchronous courses, there will be no online class session. All material will be made available through Blackboard or online links. Students should keep up with all assigned tasks and assignments.
8. For online synchronous courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, the instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.
  1. The instructor can require students to take examinations using proctoring software as indicated in the Proctored Exams section.
  2. The instructor decides which type of examination works best for the class, and the student must comply with their instructions – as long as they are not required to take an in-class examination or are required to take the examination at one specific time that applies to all students. In other words, the instructor will offer the student some flexibility on test location and the time to sit for the exam.

**Grading Policy:** The final course grade will be based on your performance on the exams and assignments using the following weights:

|                 | <b>Assignment</b>      | <b>%</b>   |
|-----------------|------------------------|------------|
| Group Work      | Case Presentation      | 20         |
| Individual Work | In the News Reflection | 30         |
|                 | Application            | 10         |
|                 | Chapter Quizzes        | 30         |
|                 | Attendance             | 10         |
| <b>Total</b>    |                        | <b>100</b> |

**Grading Criteria:** A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F =<60

# Course Assignments

## Group Guidelines:

When someone drops the ball in a group project, others must pick up the slack. However, when extreme problems with a group member arise, the other students should let me know in a timely manner so that the students may inform the particular student that they will be dropped from the group. The student who was dropped is still expected to complete all the requirements for the class. **Each member will be peer-evaluated (20%) on group assignments to ensure that each member contributed to the development of the deliverable, and the remaining 80% will be an overall grade for the assignment.**

## Case Presentation:

A group of four students will present a case in class and lead the discussion about it. The presentation should last 15 minutes, with a 10-minute presentation and a 5-minute discussion.

Students should pay attention to their delivery during the presentation and must integrate the key terms from the book into the presentation.

- The presentation **MUST** fall within the timeframe; points will be deducted for going over.
- Points will be deducted if the student uses additional written notes besides the presentation.
- Points will also be deducted if the student does not make eye contact with the audience, reads off the whole slides, and/or speaks softly, and/or has distracting habits during the presentation.
- If the presentation is a group presentation, each student will receive an individual grade based on the individual's presentation delivery. Therefore, all students must present a portion of the presentation.

## In the News Presentation:

Students will complete an In the News Reflections for the semester. This assignment aims to show how the class issues relate to real-world news stories. To complete this assignment, students must find two recent marketing news stories no more than five years old. Students can find these articles in Fortune, Fast Company, INC, Wired, Entrepreneur, and other similar news outlets.

After finding the news articles, students must create a PowerPoint presentation and present the issues below in a presentation that does not exceed 8 minutes.

- 1) Students must summarize the article.
- 2) Students must tie the news story into the class concepts and theories.
- 3) Students must provide a detailed personal reaction on how this information impacts them as future managers.
- 4) Students must provide a detailed personal reaction on how this information impacts them as consumers.

Students should pay attention to their delivery during the presentation and must integrate the key terms from the book into the presentation.

- The presentation **MUST** fall within the timeframe; points will be deducted for going over.

- Points will be deducted if the student uses additional written notes besides the presentation.
- Points will also be deducted if the student does not make eye contact with the audience, reads off the whole slides, and/or speaks softly, and/or has distracting habits during the presentation.
- If the presentation is a group presentation, each student will receive an individual grade based on the individual's presentation delivery. Therefore, all students must present a portion of the presentation.

### **Application:**

Throughout the semester, students will be presented with application activities that will help them understand the material and possibly develop the final research project. Specifics for each assignment will be presented on the day of class.

### **Chapter Quizzes:**

Students will use Connect and Canva to complete chapter quizzes consisting of multiple-choice and true and false questions. These are to be completed outside class. Students have **25 minutes to complete 20 questions. Once the time is up, the quiz will auto-submit.** All quizzes use Proctorio, students must use Google Chrome on a desktop or laptop to complete the exams. [Please click here for a student orientation video on Proctorio.](#)

### **Class Attendance:**

Regular class attendance is a signal of a student's commitment to the course. **This is the easy part, show up before the class begins and do not leave until the class ends.** Please make note of the requirements of this issue outlined below.

- **Although I appreciate notification of a class absence, understand that telling the professor that you will be absent does not necessarily mean that your absence does not "count."** Having tests, projects, papers, etc. in other classes is not a valid reason for class absence.
- **Students are allowed TWO excused absences during the semester for any reason (e.g., sickness, family emergencies, weddings, oversleeping, car trouble, job interviews, etc.) with no questions asked.**
- **Beginning with the THIRD absence, 10 points will be deducted for each additional absence. The only exceptions to this policy are students who participate in sports or academic competitions recognized by the university and only for the day(s) of competition.**
- You need to be in class on time, students can have one tardy that does not impact their grade, **each tardy after the first will reduce attendance grade by 5 points.**

### **SmartBook Activities:**

There is one SmartBook activity per chapter. Several types of activities exist, for example, fill in the blank, rank order, multiple choice questions, etc. This is not for a grade but can be used as practice for the quizzes and exams and can be taken as many times as you want.

**Late Work and Makeup Policy:**

Sometimes you get second chances in life, and sometimes you don't, and the same goes for this class. Please see the policies regarding each assignment below.

- **In the News Presentation:** No makeup opportunities will be given for this assignment.
- **Case Presentations:** No makeup opportunities will be given for this assignment.
- **Application:** There will be an opportunity to make up this assignment, but with a 20-point penalty for each day the assignment is late.
- **Chapter Quizzes:** No makeup opportunities will be given for this assignment.

**Tentative Class Schedule**

The professor reserves the right to amend this class schedule at any time but will inform you of any changes in advance. **All due dates are in Central Time Zone. Abbreviations are as followed: DBC; Due Before Class, DED; Due at End of the Day.**

| <b>Module 1: IMC Overview and IMC Plan</b> |  |  |
|--|--|--|
| <b>Date</b>                                | <b>Topic/ Readings</b>   | <b>Assignments/ Tasks Assessments</b>                    |
| Week 1<br>M 8/26                           | Introduction to Class<br>Syllabus Review   | -Discuss Chapter   |
| Week 2<br>M 9/2                            | <b>Labor Day-No Class</b>  |  |
| Week 3<br>M 9/9                            | Ch1. The Marketing Scope and Challenge of International Marketing  | Discuss Chapter  |
| Week 4<br>M 9/16                           | Ch 2 The Dynamic Environment of International Trade  | -Discuss Chapter<br>-Quiz 2 DED 9/17                     |
| Week 5<br>M 9/23                           | Ch 3. History and Geography: The Foundations of Culture.   | -Discuss Chapter<br>-Quiz 3 DED 9/24                     |
| Week 6<br>M 9/30                           | Ch. 4 Cultural Dynamics in Assessing Global Markets<br>Ch. 5 Culture, Management Style, and Business Systems | -Discuss Chapter<br>-Quiz 4 DED 10/1<br>-Quiz 5 DED 10/1 |
| Week 7<br>M 10/7                           | <b>No Class</b>  |  |
| Week 8<br>M 10/14                          | Application 1: Card Game   | -Application 1: Card Game Reflection, DED 10/15          |

|                               |  |  |
|-------------------------------|--|--|
| Week 9<br>M 10/21             | Ch 6 The Political Environment: A Critical Concern                             | -Discuss Chapter<br>-Quiz 6 DED 10/22                        |
| Week 10<br>M 10/28            | Ch 7 The International Legal Environment                                       | -Discuss Chapter<br>-Quiz 7 DED 10/29                        |
| Week 11<br>M 11/4             | Ch 9 Economic Development and the Americas                                     | -Discuss Chapter<br>-Quiz 9 DED 11/5                         |
| Week 12<br>M 11/11            | Ch 10 Europe, Africa, and the Middle East<br><br>Ch 11 The Asia Pacific Region | -Discuss Chapter<br>-Quiz 10 DED 11/12<br>-Quiz 11 DED 11/12 |
| Week 13<br>M 11/18            |  | -Student Group Case Presentation                             |
| Week 14<br>M 11/25            |  | -Student Group Case Presentation                             |
| Week 15<br>M 12/2             | In the News Presentations  | -Individual Student Presentations                            |
| Week 16<br>M 12/9<br>(4-5:30) | In the News Presentations  | -Individual Student Presentations                            |

## IMPORTANT POLICIES AND RESOURCES

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/index.html> or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

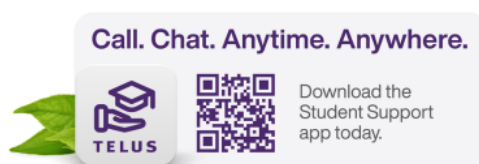
Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202.

Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information on SCC services visit [tamusa.edu/studentcounseling](http://tamusa.edu/studentcounseling)

*Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2').*

Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer to peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.



Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/>.

Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students



enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on “Writing, Language, and Digital Composing Center” to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics/>.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a-report.html>) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots’ Casa building, room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto:military.va@tamusa.edu) or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student’s GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as “F” grades and will impact the student’s GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual

harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

#### *Students' Rights*

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity,

gender expression, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.

3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

### *Students' Responsibilities*

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>).

### **AI Policy: Broader Use of Generative AI Permitted Within Guidelines**

Use of artificial intelligence (AI) tools, including ChatGPT is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citation and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity. **NOTE:** Guidance for how to cite AI-generators, like ChatGPT, can be found here <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Important Dates:

|                |   |
|----------------|---|
| August 26      | First day of class  |
| September 2    | Labor Day Holiday   |
| November 11    | Last day to drop with an automatic “W”                    |
| November 19    | Last day to drop a course or withdraw from the University |
| November 27    | Study Day – No classes                                    |
| November 28-30 | Thanksgiving Holiday – No classes                         |
| December 5     | Last day of classes                                       |
| December 6     | Study Day – No classes                                    |
| December 7-13  | Final exams   |

*The complete academic calendar is available online:*

<https://www.tamusa.edu/academics/academic-calendar/index.html>