International Marketing – BUS 415 001  
COURSE OUTLINE

Semester: Winter 2020  January 6 – April 8  
Class Time: Monday/Wednesday  2:30 – 3:45 P.M.  
Class Room #: ED 619

Midterm Exam: N/A  
Final Exam: Monday  April 20  2:00 – 5:00 P.M.  Location TBA

Professor: Dr. Tatiana Levit  
Office Hours: before or after the class or email for an appointment  
Office: ED 524.2  
Phone: 337-8455 (Please note that I cannot get my messages unless I am in the office. For emergencies use any of the email options instead.)  
Email: I prefer the URCourses email function (especially for submitting course-related work). If you use Tatiana.Levit@uregina.ca please use the subject line: “BUS 415 – absence” or “BUS 415 – urgent question” etc.) Business email etiquette is to be followed.  
URCourses: https://urcourses.uregina.ca/login/index.php  
Please check the course page periodically for materials and announcements.

In URCourses – click on “Course Email” and then “Email Notification” to forward email to your uregina.ca account or other.

Pre-requisites: ADMN/BUS 210 required;  
Students may not receive credit for both BUS 415 and ADMN 415

Special Needs:  
If there is any student in this course who, because of a disability, may have a need for accommodations, please feel free to discuss this with me, as well as contacting the Coordinator of Special Needs Services at 585-4631.

Class Structure.  
The format of this class is a combination of lectures, guest lectures, class activities (including team-based), video applications, discussion of readings, and assignments. Students will work on a semester-long project in teams.

Required materials:  
2. Additional readings and materials will be distributed in class or made available online or through the library.
Learning Objectives and Outcomes. At the end of this course, students should be able to:

1. Understand how companies adjust their strategies based on the global environmental changes.
2. Discuss the influence of environmental factors (political, economic, social, technology) and evaluate constraints on international marketing.
3. Explain advantages and disadvantages of standardization versus adaptation and how they apply to the marketing mix strategies.
4. Develop appreciation of different cultures and examine how they affect international marketing.
5. Determine appropriate and creative marketing strategies as supported by country analysis and research.
6. Demonstrate skills in using marketing tools and researching secondary data.
7. Experience and apply the understanding of country, competition and consumer analyses, data mining, and strategic decision-making through the group project.
8. Produce a comprehensive international marketing plan.
9. Build communication, presentation and teamwork skills through the group project.

Course Description:

This course will concentrate on the problems associated with conducting business in a foreign market. How should a company, large or small, approach an export market? How significant are the cultural differences and how will these differences affect the selection of a marketing strategy? What is the influence of physical, competitive, economic, political and legal foreign environments and how should one study them?

As an advanced level marketing course, this course builds on your existing knowledge of marketing. The course will be taught at a level sufficient to keep the interest of a target audience of fourth year marketing majors. The expectation is that you have a sound knowledge of marketing, or are willing to supplement your knowledge on your own time.

Course Time Allocation

A normal full-time work week is 40 hours and a full-time course load is 5 courses. Thus, it is expected that students will devote 8 hours per week to each course that they enroll in during fall/winter semesters. In the spring/summer semester 16 hours per week should be allocated to each course. It is recommended that you divide your time accordingly over the course of the semester.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hrs/wk*</th>
<th>Hrs/wk</th>
<th>Total Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spring/Summer</td>
<td>Fall/Winter</td>
<td></td>
</tr>
<tr>
<td>Class time</td>
<td>5</td>
<td>2.5</td>
<td>30-35</td>
</tr>
<tr>
<td>Readings (required texts)</td>
<td>4</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>Studying** and homework</td>
<td>4</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>Individual or team project</td>
<td>3</td>
<td>1.5</td>
<td>15-20</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>16</td>
<td>8</td>
<td>96</td>
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* It is, of course, recognized that these numbers are averages only and that some weeks will require more or less work on some assigned tasks than others. ** This time allotment does not include extra time during the final exam period.
Participation and Attendance.

In order for me to assess your progress, I will look at all grades and class participation. At least 30% of your grade is dependent upon in-class activities. Class participation is expected and class attendance is required. If you know you may miss a class, you need to notify me in advance. It is your responsibility to contact a classmate to learn about the material covered in class and the home assignment. Participation via relevant contributions to class discussions is invited and appreciated.

This is a participation course. Missing more than 20% of the course for any reason can result in a failing grade. In some cases the Associate Dean may be contacted for permission to write the final examination.

We encourage professional behaviour. Any behavior that falls short of full attentiveness in class (using a cell phone or computer, sleeping, walking out of class etc.) might result in "0", and disruptive behaviours (talking excessively to your neighbour, not following directions etc.) might result in "-1" attendance grade.

Course Assessment:

<table>
<thead>
<tr>
<th>In-class: Attendance, Preparedness, Active Participation, Exercises, Cases, Mini-quizzes</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class: Quizzes (Multiple Choice)</td>
<td>20%</td>
</tr>
<tr>
<td>Assignments</td>
<td>20%</td>
</tr>
<tr>
<td>Project (Team project mark will depend on peer evaluations)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Examination (Comprehensive)</td>
<td>30%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
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TO PASS THE COURSE, one must pass the FINAL exam. Students who fail the final will fail the course, regardless of the grade for the other components of the course. If you do not pass the MIDTERM exam (or its equivalent), you are required to see the instructor to discuss your standing in the course.

Examinations will consist of multiple choice, true/false, short answer and applied case-like scenario questions (essays). The primary purpose of the final examination is to test your ability to apply your knowledge. All material covered in required texts, any additional readings, videos, home assignments, and class discussions throughout the term will be considered testable. A missed exam will receive a grade of zero (0%) unless the proper documentation is provided and formal university procedures are followed.

In-Class Quizzes/Essays and Exercises:

Several in-class “pop” essays and quizzes might be given to encourage such behaviors as attendance, preparedness and attention. If you miss a class for any reason and there is an activity that day – you get a “0”. Make-up quizzes are not given. Students will usually be asked to work in groups to complete the exercises the purpose of which is to gain practice applying course concepts over the course of the term. Grading is intended to reward the learning that takes place through actively engaging in the activities and learning from each other.
Course Regulation and Requirements:

This is a business course. Accordingly, an appropriate level of professionalism is expected.

1. **Students are expected to abide by the regulations of the University of Regina.** Students are referred to the University Calendar for information on appeals, withdrawal dates, plagiarism, cheating, and academic misconduct. Be sure that you read and understand these regulations.  

2. **Plagiarism and cheating will not be tolerated.** Proper respect for and full disclosure of other people’s intellectual property is mandatory and will be strictly enforced. The Faculty of Business Administration of the U of R may punish offending students in any manner that they deem fit.

3. You are expected to come to class prepared and having read the assigned materials for the class.

4. **Assignments are expected on the due date.** Late written assignments are subject to discounts (you might lose up to 20% of the grade for each day the assignment is late) unless approved in advance and/or proper documentation is provided (e.g. medical or death certificates). **Assignments should be submitted in the requested format** (for example, online on URCourses or/and typed, printed out, and brought to class). Make sure you consult individual requirements for each assignment.

5. This is a participation course. Missing more than 20% of the course for any reason can result in a failing grade. In some cases the Associate Dean may be contacted for permission to write the final examination. If you have to miss a class, please let your professor know in advance. If you are required to leave early, please notify me before class begins and be courteous to your classmates when arriving or leaving. Please arrive to class on time. Systematic tardiness will be recorded as an absence.

6. Please refrain from talking unless it is to make a direct class contribution. **Any behavior that falls short of full attentiveness in class (using a cell phone or computer, text messaging, sleeping, walking out of class etc.) might result in “0” attendance, and disruptive behaviours (talking excessively to your neighbor, receiving calls etc.) might result in “-1” attendance grade.**

7. Please no hats during quizzes/exams.

8. Recording of any kind or taking pictures in class is not allowed. Special cases should be brought forward to the instructor.

9. **As a courtesy to your fellow students (and your instructor) please**

   a. Turn off all your electronic devices before class begins (including laptops and cell phones). If you need to use a laptop for pedagogical reasons (i.e. online textbook) – let me know.

   b. Do not begin to put your belonging away before class has ended.

   c. No reading unrelated materials in class.

10. If you miss the final examination you must arrange for a deferred examination through the faculty. Proper documentation will be required and university procedures must be followed.

11. Keep all your communication professional and business-like. Start informal emails with “Hi [first name]” and formal emails with the proper title: “Hi Dr. [last name]”. Do not address someone with a doctoral degree “Mr or Mrs or Ms.” Spell the recipient’s name correctly. “Hey”, “Hey there”, and “Yo” are not appropriate in written business communication. Close with your own name.

12. If necessary, I will change aspects of the information in this syllabus. If I do, I will notify you in class.