



DOANE
UNIVERSITY

SYLLABUS

Course Title	BUS 357
Course Number	International Marketing ONL
Number of Credits	3
Course Dates	8/17/2020-10/10/2020
Instructor	Jeffrey Frohwein
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Office Hours/Availability	Remote: By appointment
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Textbook Information: (e.g. title, edition, publisher, ISBN)	Textbook: International Marketing , 10th Edition Michael R. Czinkota; Ilkka A. Ronkainen ISBN-10: 1-133-62751-X ISBN-13: 978-1-133-62751-7
Additional Course Materials	

Course Description	An introduction to International Marketing, focusing on the competitive rigors of today's global business environment. The successful marketing student must be globally aware and have a marketing frame of reference that goes beyond a country or given region, and encompasses the world. Upon successful completion of this course, students should: 1) Become more globally aware, 2) Build skills related to strategic planning and organizing for global markets, 3) Explain and evaluate how products and services can be adapted to reflect international differences, 4) Understand how advertising and promotion methods can either communicate a common message to the world or be adapted to each localized market.
Program Outcomes	<ol style="list-style-type: none"> 1. Develop critical thinking and problem solving skills in various business environments. 2. Develop students' decision-making ability involving business ethics and corporate social responsibility. 3. Enhance students' ability to analyze and effectively communicate information. 4. Cultivate students' teamwork and collaborative skills.
FAK Outcomes	<p>Global and Cultural Context:</p> <ul style="list-style-type: none"> • understand the evolution and development of cultural frameworks in the context of historical, political, social, religious, economic and/or legal structures • interpret intercultural experiences from the perspectives of more than one worldview and demonstrate the ability to appreciate other cultures beyond their own experience • create a refined empathetic understanding of a multifaceted world
Course Learning Outcomes/Objectives	

Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements
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Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
(e.g. 1)	(e.g. What is economics?)	(e.g. Read Chapter 1 and 2, view video, guest speaker	e.g. Vocabulary quiz (LO1) Problem set (LO3) Case study	e.g. Week 2 by 6 p.m.
1	Global Environment and Drivers International Frameworks of Trade	Read :Chapter 1 and Chapter 2	Reflection Journal (MO 1, 2 and 3) Discussion Posts (MO 1 and 3) Paper: Effects of 2011 Recession on the Global Market (MO 2)	
2	The Role of Culture	Read :Chapter 3	Reflection Journal (MO 1, 2, and 3)	

			<p>Assignment: Section of Country Notebook (MO 1)</p> <p>Paper: Watch Movie: Gung Ho (MO 1, 2 and 3)[1]</p> <hr/> <p>Kanopy https://www.kanopy.com/product/gung-ho-0 Chapter 3 Discussion Questions (MO 3)</p>	
3	<p>The economic environment</p> <p>The political and legal environment</p>	Read :Chapter 4 and Chapter 5	<p>Reflection Journal(MO 1, 2)</p> <p>Discussion Questions (2) (MO 1 and 2)</p> <p>Section of Country Notebook (MO 2)</p>	

4	<p>Consumer, Industrial and Government Marketing</p> <p>Analyzing people and markets</p>	Read :Chapter 6, and Chapter 8	<p>Reflection Journal (MO 1 and 2)</p> <p>Discussion Question (2) (MO 1 and 2)</p> <p>Assignment Country Notebook (MO 1)</p>	
5	<p>Market entry and expansion, organizations and implementations</p>	Read :Chapter 9 and Chapter 10	<p>Reflection Journal (MO 1 and 2)</p> <p>Discussion Questions (2) (MO 1 and 2)</p> <p>Assignment Country Notebook (MO 1)</p>	
6	<p>Product Management and Global Brand</p> <p>Advertising, promotion and sales.</p>	Read :Chapter 11,12,13 and 14	<p>Reflection Journal (1, 2, and 3)</p> <p>Discussion Questions (4) (MO 1 and 2)</p> <p>Section of Country Notebook (MO 2)</p>	

7	Global Distribution, logistics and social networks.	Read :Chapter 15 and 16	Reflection Journal (MO 1 and 2) Discussion Questions (MO 1) Section of Country Notebook (MO 2)	
8	Leadership and New Global Directions in Marketing.	Read :Chapter 17 and 18	Country Notebook Complete Reflection Journal Discussion Question (MO 1 and 2)	

Grading Assessments

Type of Assessment	Points	Total possible points
(e.g. Vocabulary Quiz)	(e.g. 10 points each (weeks 1-5))	(e.g.. 50)

Online Courses ONLY

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Communicating with the Instructor

This course uses a “three before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Canvas
3. The “Question Center” discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the “Question Center” discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu>

Computer Requirements

Minimum computer requirements for the successful use of Canvas:

http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Word processing software—Microsoft Word or Google Docs
- Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Canvas for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Canvas Course Site can be accessed at <http://bb2.doane.edu>

Submitting Assignments

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Canvas. Each assignment will have a designated place to submit the assignment.

Campus Network or Canvas Outage

When access to Canvas is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
F = 59% or below

Participation Policy	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade. (Faculty to insert any additional class participation; see resource page for ideas.)
Study Time	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
Late Work	Students are required to complete 75% of the course material in order to receive credit for the course. If students fall more than two weeks behind, they cannot meet this requirement and will receive a withdrawal (W) for the course if this occurs within the first four weeks of the course. If this happens after the fourth week students will receive an F for the course.
Submitting Assignments	(Include expectations regarding students' submission of assignments, for example, in class or in Canvas.)

Communication Policy including Assignment Feedback	
Academic Integrity Policy	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects. <p><i>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website:</p> <p>https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu</p> <p>https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services</p> <p>Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>

Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.

Technical Support

If you are in need of technical assistance please access the [Self Service Portal](#). You may reach the help desk at 402-826-8411 or by email at helpdesk@doane.edu.

Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with  Disabilities Act of 1990,

professional disability specialists and support staff at Doane University facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities. Doane University staff coordinate student transitions from high schools and community colleges, conduct in-service training for faculty and staff, enable the resolution of accessibility issues, conduct community outreach, and facilitate collaboration among Doane University staff on disability policies, procedures, and accommodations.

Disability Services

[Doane University's Disability Services Office](#) will provide guidance on accommodations and universal access. To request accommodations please complete the [Self-Identification Form](#) and visit the website for additional information.

Academic Support

Doane offers a range of academic support services for students.

For students taking courses online or for our Non-Residential students:

<https://www.doane.edu/graduate-and-adult/academic-support>

For students taking courses on our Crete campus:

<https://www.doane.edu/students/resources/academic-support>

Title IX Requirements: Mandatory Reporting

At Doane, all university employees, including faculty, are considered Mandatory Reporters. As a Mandatory Reporter, I am required to report incidents of sexual misconduct and relationship violence to the Title IX Coordinator and, thus, cannot guarantee confidentiality. This means that if you tell me about an incident of sexual harassment, sexual assault, domestic violence, dating violence, stalking and/or other forms of prohibited discrimination, I have to share the information with the University's Title IX Coordinator. My report does not mean that you are officially reporting the incident. This process is in place to ensure you have access to and are able to receive the support and resources you need. For additional information, including confidential resources, please visit the [Campus Advocacy, Prevention, and Education \(CAPE\) Project](#).

Instructional Technology Accessibility and Privacy Policies

If your course uses additional technology tools, information on the [technology's accessibility and privacy is available on our website](#).

Syllabus Disclaimer

The instructor and Doane University views the course syllabus as an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes via email or in the course site Announcements. Please remember to check your Doane University email and the course site Announcements often.

Doane Syllabus Addendum

Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at:

<https://www.doane.edu/Syllabus>