



ACADEMIC EXCELLENCE REDEFINED
American University of Ras Al Khaimah

SEMESTER YEAR
Syllabus International Marketing MKTG 407
Room No:
Course Class Timings:

I. Instructor Information:

II. Course: International Marketing MKTG 407
Course Credit Hours: 3

III. Course Description:

The course is a multidisciplinary approach to international marketing from viewpoint of business management . examines major marketing issues affecting companies operating in a global environment. Students understanding of economics , political and cultural differences among nations as they affect marketing opportunities and operations, and develop skills to identify international marketing opportunities .

IV. Course Materials and Basic Resources:

General Textbooks:

International Marketing , 13th edition, by Philip R. Cateora and John Graham , McGraw Hill Irwin, 2013 (ISBN0-07-308006-3)

Framework of International Business, A, 1st Edition, 2013, by S. Tamer Cavusgil, Gary Knight, and John Riesenberger, Pearson (ISBN-10: 0132122820 • ISBN-13: 9780132122825)

International Business and Management; Phil Kelly, (2010); Cengage Learning; ISBN - 978-1844807840

V. Student Learning Outcomes

At the end of the course the student should be able to:

SLO 1	Describe multidisciplinary approaches to international marketing from the viewpoint of business management
SLO 2	Examines major marketing issues affecting companies operating in a global environment.
SLO 3	Understanding of economics, political and cultural differences among nations as they affect marketing opportunities and operations.
SLO 4	Demonstrate skills to identify and evaluate international marketing opportunities
SLO 5	Demonstrate critical awareness of the role of culture in international business.

VI. Weekly Topics and Assignments

Tentative Schedule

Week	Topics / In-Class Activities	Assessment Due Dates	SLO
Week 1	Introduction; International Marketing		1,2,3
Week 2	Business globalization issues (Cont'd.)		1,2,3
Week 3	Challenges and difficulties in international marketing		1,2,3
Week 4	Market entry strategies		1,2,5
Week 5	Analyzing Consumer Markets; Consumer Behavior Studies		1,2,3
Week 6	Ethics in International marketing		1,2,3,4
Week 7	International Trade Theory		1,2,3,4
Week 8	Further work on International Trade theory <i>Mid-Term Assessment</i>	Mid Term Exam	1,2,3,4

Week 9	Regional Economic Integration issues;		1,2,3,5
Week 10	Entry Strategy & Strategic Alliances; Foreign Direct Investment issues		1,2,3,4,5
Week 11	Exporting, Importing & Countertrade; The Foreign Exchange Market		1,2,3,4,5
Week 12	Pricing and pricing policies		1,2,3,4,5
Week 13	Integrated Marketing communication		1,2,3,4,5
Week 14	Global Production and Marketing; Global Human Resource Management	Final Project	1,2,3,4,5
Week 15	<i>Final Review Session</i>		
Week 16	Final Exam/Assessment		

VII. Evaluation of Learning

Methods	Dates	Weights
Class Participation	Continuous assessment throughout the semester	10%
Assignments	Weeks 6, 10 & 14	30%
Mid Term Assessment	Week 8	30%
Final Exam/ Assessment	Week 16	30%

Mapping of Learning outcomes and assessments

Assessment Tool	Grade Weightage	Mapping with Course Learning Outcomes				
		1	2	3	4	5
Project	30%	x	x	x	x	
Mid Term Assessment	30%	x	x	x		
Final Exam*1	30%	x	x	x	x	x

Class Discussion/ Participation	10%	x	x	x	x	x
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*1 – This is a Final Assignment or Mini-project report in the case of the Executive MBA

VIII. Grading System and Scale

University course work is measured in terms of quantity and quality. A credit normally represents one hour per week of lecture or recitation or not fewer than two hours per week of independent or laboratory work throughout a semester. The number of credits is a measure of quantity. The grade is a measure of quality. The university system for Master's level postgraduate grading is as follows:

Grade	Percentage Scores	Grade Points
A	90-100	4.0
B+	85-89	3.5
B	80-84	3.0
C+	75-79	2.5
C	70-74	2.0
F	0-69	0

IX. Methodologies for Teaching and Learning:

The candidates are supported in the development of their understanding of the subject matter by being referred to a number of texts, websites and are also given appropriate handouts during the lecture delivery.

The approach taken to learning on this course is a combination of input from the course tutors to explain concepts; group discussion which will explore the relevance of academic analysis to organizational practice and student presentations on current changes in the management of people within organizations and their implications the wider business environment. The role of the tutors is to provide a learning framework to meet course objectives however it should be highlighted that it is the responsibility of the student to become their own learning resource and every effort will be made to encourage student-centered learning and choice where possible. In order to achieve this however it is essential that students do more than just turn up for timetabled sessions. It means they should be fully prepared, being willing and able to make contributions to the sessions as well as being prepared to take on responsibility for the

achievement of learning.

Additionally, for the EMBA, the class sessions will typically be of a more discursive nature, with greater emphasis on the use of case studies and current managerial work experiences.

X. Relevant Policies

Relevant policies [Except for the policy on academic misconduct, the inclusion of the following is only suggested and is at the discretion of the instructor].

A. Academic Misconduct:

The Honor Code and Honor System

The Honor Code is an integral part of university life. Students are responsible, therefore, for understanding the code's provisions. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee.

AURAK expects its students to uphold high standards of academic integrity and conduct. In particular, students are required to:

- Attend classes regularly and punctually.
- Be actively involved in class discussions and other course related classroom activities.
- Complete assignments on time.
- Meet the requirements for course and program completion.
- Abide by high standards of academic integrity, ethics, and honesty.
- Refrain from cheating on homework and examinations, plagiarizing other people's work by submitting it as their own, or any other forms of academic dishonesty.
- Adhere to the published test or examination rules and regulations.
- Make every effort to maintain good academic standing.

Given the internet and easy access to information and knowledge sources, the University is committed to students' learning in an ethical manner. For all academic assignments, project work, and presentations, students need to ensure that due acknowledgement is given to the source of any information which they incorporate in their work. The following are some examples of academic misconduct:

- Cheating/using unfair means in examinations
- Significant paraphrasing in written academic work that is unacknowledged
- Unacknowledged use of information or ideas unless such ideas are commonplace
- Citing sources which student has not read or referred to
- Breaching the word limit of assignments and mentioning wrong word count
- Plagiarism

Plagiarism. Plagiarism is a serious academic offence. Plagiarism is the use of someone else's ideas, words, projects, artwork, phrasing, sentence structure or other work without properly acknowledging the ownership (source) of the property (item). Plagiarism is dishonest because it misrepresents the work of someone else as one's own. It is intellectual theft as it robs others of credit for their work. Plagiarism takes many forms including:

- Using someone else's words without putting those words in quotation marks and providing full information about their source, sufficient information so that another person could easily locate the words that are being quoted, whether it is in an article, a book, or on the web.
- Using unique, original ideas, phrases, sentences, paragraphs, or other materials, etc. from a single source or a variety of sources such as a text, journal, web page, electronic source, design, artwork, etc. in one's work without citing all sources. For a student found plagiarizing, the punishment will be a failing grade in the assignment without the right to redo the assignment up to a failing grade in the course.

Examples of Cheating. Acts of cheating include, but are not limited to, the following:

1. Copying from another student's paper during an exam, or allowing or encouraging another student to copy from your paper during an exam.
2. Having someone else take your exam in your place, or taking an exam for someone else.
3. Obtaining unauthorized access to exams and accepting exams obtained by unauthorized access.

Examples of Plagiarism. Acts of plagiarism include, but are not limited to, the following

1. Handing in as 'original', work prepared by someone else or preparing/completing someone else's work.
2. Copying from a book or other publication without citing sources.
3. Using the same work to satisfy the requirements of two or more courses (during the same or different terms).
4. Having someone else rewrite a rough draft or rewriting a rough draft that is not

your own work.

Violations of plagiarism are subject to evaluation according to the criterion of "reasonable doubt". The student's right to appeal and the procedures to be followed in carrying out the appeal of the University's decision is clearly stated in the *Student Handbook*.

Any violations of the University's academic rules, regulations or directives are reported to the Deputy Vice Chancellor Academic Affairs and may result in one of the following disciplinary measures.

- Verbal or written warning
- Repeating the term
- Dismissal from the University

Please refer to the relevant section in the *Handbook* and ensure a clear understanding of the provisions of the University honor code and honor system in order to avoid infringement of the policy and attendant penalization.

B. Concerns about grades or other course matters. Students are responsible for their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Program Chair. If you still have a concern, meet with the Dean. The matter is likely to be resolved before it reaches that point, but if it is not, then the following positions are next on the organization chart: the Deputy Vice Chancellor for Academic Affairs, and, finally, the Vice Chancellor. Students who decide to "jump to the top" will be referred back to the appropriate next step.

C. Assignments. University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

D. Attendance. University policy is that students are to attend all classes and to arrive on time. Verified emergencies may require an absence or delay, but habitual tardiness or absence affects your learning and disrupts the class. Your presence is important since student contributions are a significant part of classroom activity and absence deprives others of your contributions.

According to current University Regulations for attendance,

Student with 2 absences: receives 5% warning

Student with 3 absences: receives 10% warning

Student with 5 absences: receives 15% and fails the course

E. Mobile Phones: All mobile phones, pagers and/or other communication devices should be turned off before entering the classroom.

F. Diversity and the Use of English. English is the common language of the AURAK campus, the use of which includes everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world. Classroom discussions and other activities are to be conducted with courtesy and civility and respect for one another and for our differences.