

International Marketing
MARK 4700
Fall 2007

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Office: Brooks 121

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Office Hours: Tuesday/Thursday –12:00 – 12:30, 15:00-15:30 or by appointment

This course is designed to develop your insight and assess your understanding of international marketing. The structure of the course will consist of a combination of analysis of readings, lectures and discussion of current topics of interest.

There are several issues you should note:

- 1) Your textbook is quite good, and very clear. Consequently I will not lecture from the material in the book. It is your responsibility to be familiar with that material. At the same time, you are strongly encouraged to ask questions about it at the beginning of each class session.
- 2) Your participation in class discussions will be measured in terms of insight, interest, and consistency throughout the term. Therefore, indiscriminately "shooting-off at the mouth" is of absolutely no value whatsoever.
- 3) From the above points, you should already realize your attendance to all class sessions is highly recommended. If you were to have four or more absences (with or without justification), I reserve the right to reduce your final grade by one full letter grade. With 5 or more absences, I reserve the right to administratively withdraw you from class with a failing grade. If you arrive late to class, it is your responsibility to let me know that you are there during the class break.
- 4) My teaching style is relaxed and fairly easygoing, though demanding and professional. Do not mistake a relaxed class atmosphere with this being a "pud" course. You should though, feel free to question your peers= opinions and points of view, as well as mine, with and within the same professional manner with which you will be treated. **Disruptive and/or inappropriate class behavior will not be tolerated, and dealt with according to UGA policies.**

GRADING:

Your grade will be determined as follows:

EXAM I	=	30%
EXAM II	=	30%
EXAM III	=	30%
Class Participation	=	<u>15%</u>
		105%

I do not "curve" exam scores or final grades. You should thus always strive toward maximizing your performance along all the established criteria. Also, note an extra 5% of the grade is designed to adjust for any subjective error on my part.

You are expected to read the *Wall Street Journal* every day, and be prepared to discuss all international marketing related issues that appear in it. It is suggested you "clip" such articles and bring them to class, or organize a folder, or any other procedure that will help you remember what you read three days ago.

You are expected to be prepared for class at all times. That means: having read the corresponding chapter in the textbook, having reviewed the preceding ones, and read the WSJ. Feel free to ask at the beginning of every session any questions about the material that you may have. **Your class participation grade is NOT based on a 90%, 80%, 70%, 60% criteria (i.e., A, B, C, D, F). It is a totally subjective score along the entire corresponding points; so, if you have absences and/or little or no participation you can indeed get 0 points out of the total points available.** If for any particular reason you are unable to prepare the work for any given class session, I want you to let me know so before class starts. That way I won't "get on your case" in front of everyone else.

Exams consist of multiple choice questions. I can assure you that if in preparing for them you try to memorize and not fully understand concepts, your performance will be, at most, poor. There are no makeup exams. If you miss one exam, your score will be an adjusted score determined by your other grades, as well as the grades of the rest of the class for the exam that you missed. You will not benefit from missing or skipping an exam. **(If you miss any two (2) exams, you WILL fail the course.)**

The schedule for the material to be covered is, **in principle**, as follows:

Exam I will cover Chapters 1 through 6 (skip 3)

Exam II will cover Chapters 8 through 12

Exam III will cover Chapters 13 through 18 (skip 16)

I reserve the right to change the material to be covered for each exam, as well as other issues that would affect grading. I will discuss any changes during class time, with reasonable lead-times.

You should feel free to come to my office and discuss with me your grades. This is NOT to be interpreted as a negotiating session, but as a feedback session. Be bright enough not to wait until the last week of classes to do so. By then it is too late!