



University of the Incarnate Word
UIW-Heidelberg

BMKT / BINT 3361 INTERNATIONAL MARKETING

COURSE OUTLINE

I. Logistics

UIW-Heidelberg Study Center

Physical Address:

Heidelberg, Germany - Bergstrasse 106, 69121

II. Course Description

International Marketing is designed as an upper-level course to acquaint students with the magnitude of the global marketplace. The focus is on the strategic concepts of global marketing and the influence of environmental forces on marketing activities and global market potential. The course will also explore the impact of the digital revolution on global marketing.

Prerequisites: BINT 3331 and BMKT 3331

III. Course Objective

This course is centered on the development of practical marketing skills applicable to conducting international business. Students will be introduced to tools that will prepare them to apply marketing principles to the global marketplace.

Students should also develop an appreciation of different cultures and their influence on successful international business practices. Students should understand the interconnectivity of U.S. economy and the global economy.

IV. Course Texts/Supplies/Materials

Keegan, W. J. & Green, M. C. (6th Ed). (2010). *Global Marketing*. Pearson Education.
ISBN 13: 9780137042685. ISBN: 9780134129945.



- V. The following matrix reflects the general guideline of topics, readings, and/or assignments for each session. **The instructor reserves the right to modify weekly activities, assignments, projects, and/or assessments required for this class. Adjustments and/or changes will be stated before and/or during class. If the student is absent, it is the student's responsibility to contact the instructor and/or classmates about any adjustments and/or updates.**

Week/ Lecture	Topic / Reading	Class Activity
Week 1/ Lect. 1	Course Overview and Introduction Ch. 1	Introduction. Discuss chapters as assigned.
Week 2/ Lect. 2	The Global Economic Environment & Regional Market Characteristics Chps. 2 & 3	Discuss chapters as assigned.
Week 3/ Lect. 3	Social Environments & The Political, Legal, and Regulatory Environments of Global Marketing Chps. 4 & 5	Discuss chapters as assigned.
Week 4/ Lect. 4	Global Information Systems & Market Research and Segmentation, Targeting, Exporting, and Positioning Chps. 6 & 7 Mid-Term review	Discuss chapters as assigned.
Week 5/ Lect. 5	Mid-Term Project Handouts & Explanations	Mid-Term Exam
Week 6/ Lect. 6	Importing, Exporting, and Sourcing and Global Market Entry Chps. 8 & 9	Discuss chapters as assigned.
Week 7/ Lect. 7	Product & Brand Decisions and Pricing Decisions Chps. 10 & 11	Discuss chapters as assigned.
Week 8/ Lect. 8	Global Marketing Channels & Physical Distribution Chps. 12 & 13	Discuss chapters as assigned.
Week 9/ Lect. 9	Capital Budgeting Chps. 12 & 13 Project Consultation	Discuss chapters as assigned.
Week 10/ Lect. 10	Digital Revolution and Strategic Elements of Competitive Advantage Chps. 15 & 16	Discuss chapters as assigned.
Week 11/ Lect. 11	Presentations and Final Exam	Presentations Final Exam



NOTE: The instructor reserves the right to adjust and/or change the above schedule at any time during the semester. Adjustments and/or changes will be stated before and/or during class. If the student is absent, it is the student's responsibility to contact the instructor and/or classmates about any adjustments and/or updates.

VI. Grading Activities, Criteria and Guidelines

This class will include a variety of instructional methods and learning activities intended to engage the student in the learning process. This may include, but not be limited to: lecture, written assignments, group discussion and problem solving exercises, media presentation, article and case analysis, student-led discussion, student presentation, reflection on what was learned and documentation of planned application. Some assignments will be individual while some may be group or team assignments. Class will be participative, and each student must be prepared for each class.

VII. Grades

The course consists of the following assessments. The instructor reserves the right to adjust and/or change the course assessments before and/or during the class.

Description	Percentage
Midterm	25%
Final Exam	25%
Presentation	20%
Report	20%
Class Presentation	10%
Total	100%

VIII. Attendance and Participation

Attendance and active classroom participation are required of each student. Tests will cover for all course material provided through lectures and presentations, readings, discussions, cases, and videos during class. **Absences and/or a lack of participation in discussions will impact negatively on the final grade.** Each student is responsible for all material covered and/or assigned and any announcements made in any class session, whether student is present or not. Group activities require all students to participate and contribute to group discussions and projects.

Students are expected to come to class on time and to have read assigned material before class. There may be an occasional pop quiz to verify whether students have read the assignments before class. **All work must be turned in on time.** Late work may be accepted but points will be taken off if work is not turned in to instructor when it is due. At all times, in class and group discussions, students are expected to respect contributions, questions, and opinions of other people. Demeaning others in any way is not acceptable.



IX. Academic Integrity Policy

Examples of scholastic dishonesty include, but are not limited to, plagiarism, cheating on assignments or tests, taking, unauthorized reuse of work, etc. If it is determined that a student has engaged in scholastic dishonesty, the faculty shall adhere to the [Academic Integrity Policy stated in the UIW Catalog](#).

X. Grading Scale

The University of the Incarnate Word operates on a semester basis using a 4-point grading scale as follows. Registrar Online Resource: <https://my.uiw.edu/registrar/academics/grading-scale.html>.

Grade	Descriptive Grade	Numeric Grade	Grade Points
A	Excellent Scholarship	93-100	4.00
A-	Excellent Scholarship	90-92	3.70
B+	Good Scholarship	87-89	3.30
B	Good Scholarship	83-86	3.00
B-	Good Scholarship	80-82	2.70
C+	Satisfactory Scholarship	77-79	2.30
C	Satisfactory Scholarship	70-76	2.00
D+	Poor Scholarship	67-69	1.30
D	Poor Scholarship	63-66	1.00
D-	Poor Scholarship	60-62	0.70
F	Failure	Less than 60	0.00
IP	Incomplete work		None assigned; converts to an F after expiration date or deadline of six months
N	Grade not reported by faculty		None assigned
NG	No grade required		None assigned; used for thesis and dissertation courses
P	Satisfactory Scholarship	70-100	None assigned
S	Satisfactory Scholarship	70-100	None assigned
W	Withdrawn from the University		None assigned



XI. Course Add/Drop Procedure

Students are responsible for communicating and updating any potential changes, including dropping a course, to the UIW Heidelberg Academic Director **and** their Academic advisor at UIW before implementing any changes.

Dropping or changing a course may delay a student's intended graduation date due to classes not adhering to their degree plan.

The Study Abroad Advisor, UIW European Liaison and/or any other administrative personnel are **not** responsible for the student's academic planning.