

International Marketing

Professor: Richard Meaders **Office Hrs:** As Posted or By Appointment.
Texts: Global Marketing: Foreign Entry, Local Marketing & Global Management, 4th Edition Johansson
Class Time: Wed. 2-4PM, Rm 24-111, Thu. 10-11AM, Rm 24-111

Welcome to International Marketing. My name is Richard Meaders. Please call me Richard. I am very happy to be your instructor and I hope you will enjoy my class and benefit from the time we spend together.

Description: The International Marketing course develops and presents a 3 part framework for understanding international marketing. This course is intended for students who are already familiar with the basics of marketing. We will explore in detail foreign entry decisions, local marketing and global management from a strategic perspective. This course will focus heavily on cases to give students a real life perspective on firm specific international marketing decision and their impact on the firm.

Grades:

A+ = (95%+), B+ = (86-89), C+ = (76-79), D+ = (68-69), F = (Under 65) or 5 Absences	A = (90-94) B = (80-85) C = (70-75) D = (65-67)	30% Mid-term Exam 40% Final Exam 20% Participation 10% Attendance
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Rules: There will be no hand phones in class. Cheating on an exam will be an automatic zero on the exam. If you are more than 10 minutes late, you will be marked absent. You must sit in your assigned seat in order to be counted. Please don't test me on the rules and we will all have a much better class experience.

Schedule:

Week 1		~Introduction~
Week 2	Part 1	Fundamentals of International Marketing
Week 3	Part 1	Fundamentals of International Marketing
Week 4		~~ Chusok ~~
Week 5	Part 2	Foreign Entry Decision Process
Week 6	Part 2	Foreign Entry Decision Process
Week 7	Part 2	Foreign Entry Decision Process
Week 8		Mid-Term
Week 9	Part 3	Local Marketing – Understanding cultural differences.
Week 10	Part 3	Local Marketing – Understanding cultural differences.
Week 11	Part 3	Local Marketing – Understanding cultural differences.
Week 12	Part 4	Global Management
Week 13	Part 4	Global Management
Week 14	Part 4	Global Management
Week 15		Review for Final
Week 16		Final Exam

~~Have a Great Winter Vacation!!~~