

OAKTON COMMUNITY COLLEGE COURSE SYLLABUS

I. Course Prefix	Course Number	Course Name	Credit:	Lecture:	Lab:
ITR	235	International Marketing	3	3	0

II. Course Prerequisite: None

III. Course (Catalog) Description:

Course provides an overview of the marketing process as applied to international marketing. Content includes concerns of inexperienced firm considering exporting as an option for increased sale and profits, and presents an approach for experienced firm in evaluating export marketing process and reaching international markets

IV. Learning Objectives:

Students will demonstrate competencies in these objective areas by successfully completing assignments and tasks described below

1. Evaluate global markets and determine the viability of marketing particular products in such environments.
2. Recognize marketing opportunities and challenges in international marketing environments.
3. Understand and appreciate the impact of diversity on international marketing
4. Acquire working knowledge of the marketing tools that will allow the student to recommend specific solutions to global marketing problems.
5. Understand the unique application of marketing channels to the international marketing environment.
6. Understand the elements of international trade

V. Academic Integrity:

Students and employees at Oakton Community College are required to demonstrate academic integrity and follow Oakton's Code of Academic Conduct. This code prohibits:

- cheating,
- plagiarism (turning in work not written by you, or lacking proper citation),
- falsification and fabrication (lying or distorting the truth),
- helping others to cheat,
- unauthorized changes on official documents,
- pretending to be someone else or having someone else pretend to be you,
- making or accepting bribes, special favors, or threats, and
- any other behavior that violates academic integrity.

There are serious consequences to violations of the academic integrity policy. Oakton's policies and procedures provide students a fair hearing if a complaint is made against you. If you are found to have violated the policy, the minimum penalty is failure on the assignment and, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years. resources.

VI. Outline of Topics:

Lectures will follow the sequence of chapters in the text.

Note: Instructor reserves the right to change this course outline without prior notice.

VII. Methods of Instruction: Learning activities include lecture, small and large group discussions, current case studies, internet activities, film/DVD and student presentations.

VIII. Course Practices Required: Students are responsible for reading outside materials as well as the text. Short homework assignments, oral presentations, individual and team work, business plan, and critical thinking.

IX. Instructional Materials:

Required Text:

International Marketing 13th edition by Philip Cateora and John Graham. McGraw-Hill New York, NY 10020. ISBN- 978-0-07-308006-2. Available at the OCC Bookstore and online.

Other Resources:

Case Studies
Newspapers, Magazines- (Wall Street Journal, Fortune Magazine, Business week)
Various books written by industry leaders
Guest speakers from around the world

X. Methods of Evaluating Student Progress:

Evaluation Criteria:

There will be 4 exams, case studies, group projects, country notebook, marketing plan and quizzes. The breakdown will be as follows:

Exam #1 (Chapters 1-5)	100 points
Exam # 2 (Chapters 6-10)	100 points
Exam # 3 (Chapters 11-14)	100 points
Exam #4 (Chapters 16 -18)	100 points
Marketing Plan	200 points
Group Projects	200 points
Case Studies	100 points
Quizzes	40 points
Attendance/Participation	<u>60 points</u>
Total Possible	1000 points

Attendance/Participation points:

It is important that you not only attend every class but participate as well. Please keep in mind that your teammates will be surveyed to get their input on your effort as a team member for the various group projects.

Final Grades:

A = 900 - 1000
B = 800 - 899
C = 700 - 799
D = 600 - 699

XI. Other Course Information

Course Policies and Procedures

Attendance and Classroom Policies:

Issues regarding attendance and participation will be run as though we are operating in a work environment. In the workforce, you are expected to show up on time, everyday, ready to work. The same expectation holds true for this class.

Due to the nature of the team projects assigned in this course, any students missing more than 6 classes will be dropped from this course regardless of the reason for the absences. You are expected to contribute to class discussions, case studies. Under no circumstances should a student stop attending class without formally withdrawing.

Attendance is mandatory for all class presentations.

Assignments completed during class time **may not be made up** if you are absent from the class regardless of the reason for the absence.

Examination Make-up Policies:

All students are expected to take examinations at the scheduled times. Make-up examinations may be given at the instructor's discretion, if the reason for the student's absence is of an emergency in nature and beyond the control of the student. If you miss an examination, contact your instructor immediately.

Assignments:

All assignments are due at the beginning of the class period for which they have been assigned. As in the business world, if you miss a deadline you are out of luck. **NO Late Assignments will be accepted!**

All assignments will be typed. In addition, assignments with **spelling and/or grammatical errors will not be accepted.**

Cell phones:

Please be courteous and turn your phones off or on mute. Cell phone interruptions will not be tolerated.

If you have a documented learning, psychological, or physical disability you may be entitled to reasonable academic accommodations or services. To request accommodations or services, contact the ASSIST office in Instructional Support Services. All students are expected to fulfill essential course requirements. The College will not waive any essential skill or requirement of a course or degree program.

Teaching Philosophy: The classroom and course conduct

- I will teach to all learning styles as best I can. Therefore, I will use a variety of educational strategies to keep the subject matter interesting as well as engage students. While we will cover the theory of the material, I am a firm believer that the best way to make it “real” is through practical application. Experiential learning is critical to understanding key concepts therefore; the course will culminate in a team project in developing a marketing plan for a product to be marketed internationally.
- I believe that this course is not only about the course material but also about gaining the experience necessary to be successful in the workforce therefore; my expectations are those that would apply in the workforce: you will arrive on time, ready to work and give your very best effort. Your best effort includes but is not limited to: turning in assignments on time which are free from grammatical or spelling errors, contributing 100% to individual and group projects, participating in class and small group discussions.
- Some of the class will be spent in a lecture-type format. During lectures, I encourage you to participate in class discussions by questioning and challenging me. We are in this together and I am committed to giving you the very best. My expectation is that you also make that commitment to yourself.
- This class requires interaction with your peers. My expectation is that you fully participate in small group projects and that you will give your very best effort in these projects.

Instructor: Lisa Zingaro, Assistant Professor of Business

Office: 2544

Office Phone: 847.376.7123

Office hours: Monday

11:30 – 12:30, 2:00 – 4:00

Tuesday and Thursday

8:30 – 9:30 and 12:30 – 2:00

Wednesday

11:30 – 12:30

Other hours available by appointment only.

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