

Instructor: Dr. Gerald Gao, Professor of Marketing  
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Research areas: Firm Capabilities and Innovation; International Marketing Strategy  
<http://www.umsl.edu/divisions/business/About%20the%20College/Faculty/Marketing/geraldgao.html>

### About the Instructor

Gerald Yong Gao is Professor of Marketing and Director of the International Business Institute at College of Business Administration, University of Missouri-St. Louis. He received his BA in Economics from Peking University and PhD in Marketing from The University of Hong Kong. His research interests include marketing and innovation strategies, export, FDI performance, and strategic orientations. His papers have been published in leading academic journals such as *Administrative Science Quarterly*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of Operations Management*, *International Journal of Research in Marketing*, *Journal of International Marketing*, *Management International Review*, *Journal of World Business*, and *International Marketing Review*, among others. He has won several research and teaching awards including Anheuser-Bush Award for Excellence in Teaching, Douglas E. Durand Award for Research Excellence, and best papers awards at various conferences. He currently serves on the editorial board of the *Journal of International Marketing* and the *Asia Pacific Journal of Management*.

### Course Overview

This course addresses the complexities of marketing in a global context and how to adapt marketing strategies to meet specific national market needs. Specifically, the course is designed to cover, but is not limited to (a) the nature, problems, and perspectives of marketing activities across country boundaries; (b) how the environmental factors (economic, social, cultural, political, and legal) affect international marketing strategies; (c) the global entry strategies including exporting, licensing, foreign direct investment, and strategic alliances; (d) international product, branding, pricing, distribution, and marketing communication strategies. Students will learn to develop the knowledge and skills in the formulation, implementation, and evaluation of marketing strategies and business operations in international markets.

The course will help students achieve the following objectives:

- 1) Students will get up-to-date knowledge of key markets in the world, different cultural, socio-economic, and legal environments encountered in the international marketplace;
- 2) Students will be able to articulate international marketing strategies and solve practical business problems in specific national markets from the real business world.

**Digital Textbook: *International Marketing*, Cateora, P. R., Gilly, M. C., and Graham, J., 18th edition, published by McGraw-Hill.**

The university provides access to the students in Marketing 3700 of the interactive textbooks in online format. The materials for this course are available as part of the **AutoAccess** program. This means that your materials are automatically available digitally through Canvas on the first day of class.

If you have problems using the McGraw-Hill Connect Plus, please contact their tech support directly by phone, email, or online chat.

- By phone: 800-331-5094
- by email: <http://mpss.mhhe.com/contact.php>
- by chat support: <http://mpss.mhhe.com/>

McGraw-Hill Connect Customer Experience Group (CXG) Hours of Operation (All times Central):

- Sun: 11am - 1am / Mon-Thurs: 7am - 3am / Fri: 7am - 8pm / Sat: 9am - 7pm

### **UMSL Bulletin Description:**

Prerequisites: MKTG 3700 and a 2.0 overall GPA. Marketing management problems, techniques and strategies needed to apply the marketing concept to the world marketplace. Understanding a country's cultural and environmental impact on the marketing plan is emphasized, as well as competing in markets of various cultures. Worldwide consumerism, economic and social development, the spread of multinational corporations, business ethics, and current economic and marketing issues are examined.

### **Time Requirements:**

If this course were offered on campus, you'd be in class 2.5 hours/week plus travel time. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week **in addition to** the time it takes you to read the required materials, watch the videos, and complete the assignments. That means that you need to plan to spend a minimum of **6 hours every week** on activities related to this course. If you are worried about your preparedness, consider taking the [Online Readiness Survey](#) to help decide if an online course is right for you.

### **Technology Requirements:**

As a student in an online course, you are expected to have reliable internet access almost every day. If you have computing problems, it is your responsibility to address these or to use campus computing labs. Problems with your computer or other technology issues are not an excuse for delays in meeting expectations and missed deadlines for the course. If you have a problem, [get help in solving it immediately](#). At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux)
2. Updated Internet browsers ([Apple Safari](#), [Internet Explorer](#), [Google Chrome](#), [Mozilla Firefox](#))
3. Ability to navigate [Canvas](#) (Blackboard Learning Management System)
4. Minimum Processor Speed of 1 GHz or higher recommended.
5. DSL or Cable Internet connection or a connection speed no less than [6 Mbps](#).
6. Media player such as [VLC Media Player](#).
7. [Adobe Flash player \(free\)](#)
8. [Adobe Reader or alternative PDF reader \(free\)](#)
9. [Oracle Java plugin \(free\)](#)
10. [Microsoft Silverlight plugin \(free\)](#)
11. A webcam and/or microphone is **highly recommended**.

### **How This Course Works:**

This course is divided into eight units, each to last two weeks. The activities you need to complete will be inside each unit folder with a clear outline of deadlines for each activity. You will learn that there is a rhythm and a wide range of time during which you can complete those activities, as I know you have a complicated work/life schedule already. Please plan to complete assignments as early as you can, though, to allow for any complications you may encounter submitting your work.

This course is delivered using an asynchronous model. This means that each two-week unit offers you some flexibility within which to work. There are deadlines, however, and this is not a self-paced course. Because of the nature of the group discussions and projects, you cannot work ahead without the rest of the class. I believe strongly in social constructivism and want us to construct meaning together as we learn through different topics of international marketing.

Instructional methods used in this course include small and large group discussions online, case studies, and individual assignments. I have structured the activities to encourage feedback from your peers as well as from me as you participate in class activities.

### **Instructional Technology:**

The following tools will support the instructional strategies for this course:

(web searches, PowerPoint, Blackboard Collaborate, and other web and computer-aided instruction, etc)

**If this is your first online course, it is recommended that you complete the [Online Course Overview](#) listed in your Canvas course list. If you've already completed the orientation, you do not have to retake it but you can refer to it for helpful videos and tutorials about the technologies used in this course.**

### Course Assessment

#### Tests:

There will be two tests. Questions would include 50 multiple-choices. The dates of the tests are listed in the course schedule.

#### Assignments

There will be **Learnsmart and video cases** given of each chapter. Students can earn up to 20 points each assignment. **Please pay close attention to the due date. Late submissions will NOT be accepted.** Multiple attempts are allowed and there is no score deduction for taking new attempts. The **last** submission will be counted and students will be able to see the results on my Canvas after each section.

#### Individual Research Paper (15%):

In this course, each student is required to develop a International Marketing Plan for an US company to penetrate or operate in a Non-U.S. market such as, China, South Korea, Mexico, India, Russia, South Africa, and etc. The final paper should include:

- 1) Social environment of the country,
- 2) Cultural Analysis,
- 3) Economic Analysis including the foreign investment in the country.
- 4) Choose one us company and develop its international marketing for that specific country market.

The length of the paper should be between 8-10 double-spaced pages including reference and appendix. The grade will be based on four criteria: (1) paper structure; (2) degree of creativity (making topic interesting); and (3) quality of research.

### Grades:

Final grades will be assigned based on the following requirements and corresponding weights:

Exams:	500
Assignments:	240
Individual Project:	260
Total:	1000

The breakdown of grade ranges:

A = 93% and above; A- = 90-92%; B+ = 87-89%; B = 83-86%; B- = 80-82%; C+ = 77-79%; C = 73-76%; C- = 70-72%; D+ = 67-69%; D = 63-66%; D- = 60-62%; F= Below 60%

### Academic Integrity/Plagiarism:

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University's Campus Policies and Procedures in the Triton Manual (p. 30)
- Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by copying information from another student. Plagiarism and cheating are not acceptable.
- Academic dishonesty will be reported to the Office of Academic Affairs for possible action. The instructor will make an academic judgment about the student's grade on that work and in that course. The campus process regarding academic dishonesty is described in the "Policies" section of the Academic Affairs website

### Title IX Policies:

Mandatory Reporting: Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.

### Student Resources

#### **Access, Disability and Communication:**

Students who have a health condition or disability, which may require accommodations in order to participate effectively in this course, should contact the **Disability Access Services Office**. Information about your disability is confidential.

- **144 Millennium Student Center (MSC)**
- Phone: **(314) 516-6554**
- [Email](#)
- [Website](#)

#### **Office of International Students and Scholar Services:**

If you have difficulty communicating in English with the instructor of this course, contact ISS.

- 261 Millennium Student Center (MSC)
- Phone: (314) 516-5229
- [Email](#)
- [Website](#)

#### **Student Retention Services**

SRS provides comprehensive support and intervention strategies that support your road to graduation!

- 225 Millennium Student Center (MSC)
- Phone: (314) 516-5300
- [Email](#)
- [Website](#)

### Technical Support

#### **GOAL Office:**

The GOAL was created to provide centralized direction and support to online and reentering adult students seeking degree completion at the University of Missouri-St. Louis (UMSL). Whether you are returning to school to complete an undergraduate degree started long ago or you desire to earn a Ph.D., we are here to guide you to completion. The GOAL staff will support and guide you, providing access to valuable resources. You may choose to continue your education

in an online environment, traditional courses or blended opportunities. We are here to see you achieve academic success.

- 306 Social Sciences and Business Building (SSB) - Tower
- Phone: (314) 516-4211
- [Email](#)
- [Website](#)

### **Canvas (Blackboard):**

If you have problems logging into your online course, or an issue within the course site, please contact the **Technology Support Center**:

- Phone: (314) 516-6034
- [Email](#)
- [Website](#)

If you are having difficulty with a technology tool in Canvas (wiki, voicethread, Kaltura, etc.) consider visiting the **Online Course Orientation** in your [Canvas course list](#). The orientation has overviews of each tool and tutorials on how to use them.

### **Blackboard Collaborate:**

If you have any questions regarding Collaborate, contact the Faculty Resource Center:

- Phone: (314) 516-6704
- [Email](#)
- [Website](#)

Outside normal office hours, you may also contact Collaborate for 24/7 assistance:

- Phone: (877) 382-2293
- [Chat](#)

### **VoiceThread:**

- [Online Contact Form](#)
- [Website](#)

**Academic Support**

### **The Online Writing Center:**

At the OWC Canvas site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.

- 222 Social Sciences and Business Building (SSB)
- [Website](#)
- Visit the OWC page on Canvas to submit drafts online.
- The OWC usually responds within 48 hours. Please allow ample time.

### **NetTutor:**

Online tutoring in many subjects is now available through NetTutor. In your courses on Canvas, click on Tools and select NetTutor® to log in. You can access NetTutor from the [Canvas homepage](#).



**Course Schedule**  
– MKTG 3780 International Marketing

<b>Module</b>	<b>Date</b>	<b>Topic</b>	<b>Textbook Ch (s)</b>
1	Aug 24-Sep 6	Introduction and Course Administration	Ch. 1
2	Sep 8-20	International Trade and Political Environment	Ch. 2, 6
3	Sep 21-Oct 4	Culture and International Business	Ch. 4,5
4	Oct 5-18	International Marketing Research  <b>Test 1 (first half)</b>	Ch. 8
5	Oct 19 –Nov 1	Entry Mode Strategy  <b>Individual Research Topic Due</b>	Ch. 12
6	Nov 2-15	Products and Services	Ch. 13, 14
7	Nov 16-Nov 29	International Distribution Strategy	Ch. 15
8	Nov 30-Dec 11	Pricing and Promotion Strategies  <b>Test 2 (second half)</b>	Ch. 16, 18

The information in this syllabus may be subject to change and any changes will be announced in class.