

VALENCIA COLLEGE

Division of Business
MAR 2150 – International Marketing (CRN 24781)
Class Policies & Course Syllabus
Spring, 2025

COURSE DESCRIPTION:

The aim of this course is to examine *how* companies enter international markets and their choices in standardizing or adapting the marketing mix. You'll learn to experience an unfamiliar market setting, build skills in using online international databases, and present a group project on a topic of global interest.

CREDIT HOURS: 3

PREREQUISITES: Minimum grade of C in GEB 1350

CLASS MEETING ROOM: West Campus, Building One (1), Room 233

DAY/TIME: Tuesday @ 11:30 a.m. – 12:45 p.m.

PROFESSOR: Dr. Calandria Smith, Ph.D.

EMAIL: csmith224@valenciacollege.edu

OFFICE HOURS: By Appointment (Online/Email)

TOPICS/AREAS COVERED

1. Why international marketing (IM) is needed
2. Trade Agreements
3. Culture differences
4. Political issues
5. Legal issues in IM
6. IM research
7. IM segmentation /positioning
8. Entry strategies
9. Developing IM products
10. Marketing IM products
11. Developing IM pricing
12. IM advertising and promotions
13. IM selling
14. Logistics

These topics may be covered as discrete topics and/or integrated with other topic areas in an order at the discretion of the professor. These and other topics may be expanded or elaborated at the discretion of the individual professor and are in no way intended to be comprehensive or all-inclusive.

Major Learning Outcomes (MLO):

The following MLOs will be assessed through online assessment techniques, discussion questions, and weekly activities administered after the material is covered in the course.

- Articulate how international trade impacts our daily lives, culture, and economy.
- Explain how religion, cultural, and language differences impact int'l marketing.
- Explain the function of an international trade group and identify three of them.
- Describe how the political climate of a country can impact international trade.
- Describe how to identify media for products/services sold in other countries.
- Explain the current state of development of international marketing on the Internet.

The listed MLO's will be assessed through discussions and written assessments.

EDUCATIONAL MATERIALS:

Required Materials:

<https://ebookcentral.proquest.com/lib/valencia-ebooks/detail.action?docID=5453473>

ASSESSMENT METHODS AND EVALUATION:

1. There will be weekly **Discussion** questions to give you the opportunity to explore the course concepts. Each discussion will be based on main topics in the chapter readings, journal articles, videos, current events, or supplemental materials. Discussions require you to post a substantive response that demonstrates critical thinking and understanding of the concepts and respond to at least one classmate's posting. Responses must be in your own words; citations should be included for any materials used to support your responses. The discussions are worth 10 points each and they are completed online. Your initial post should be completed no later than Thursday at 11:59pm ET of each week and your reply is due by Monday at 11:59pm ET. Once the discussion has closed for the week it will not be reopen.
2. There will be one **Case Study** worth 10 points each. Responses to the case studies should be typed in a Microsoft Word document in APA format, submitted through Canvas, and is due by the date indicated in the course outline. The submission will be run through 'Turnitin' to check for plagiarism. Late submissions will have a reduction of 10% per day.
3. Students are required to complete a **Marketing Plan/Portfolio** in APA style format. The Marketing Plan will be worth 100 points, and the Oral Presentation is worth 10 points.
4. There will be a **Mid-Term Paper** including **Oral Presentation** which allows you to complete as a two-person group or individual. The research paper needs to be written in APA format. The oral presentation needs to be presented with a PowerPoint presentation on the Tuesday it is due.

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5. There will be one **Reflection Paper (APA)** worth 50 points, which allows you the opportunity to reflect on what you have learned in the course and how you will use this information. Assignment directions are posted in the course. The Reflection Paper must be submitted online in Canvas by Thursday, April 24th at 11:59 pm ET. Late submissions will not be accepted.

You should complete the assessments using Mozilla Firefox or Google Chrome as your browser. Canvas no longer supports Internet Explorer.

If you experience difficulties with Canvas, please contact Canvas Support Hotline at 407-582-5600 or use the chat feature within Canvas located under the Help Button.

- 30% of final grade = Discussions and Quizzes
- 25% of final grade = Marketing Plan/Portfolio
- 20% of final grade = Mid-Term/Oral Presentation/APA Paper
- 10% of final grade = Case Study
- 10% of final grade = Reflection Paper
- 5% of final grade = Marketing Plan/Portfolio Oral Presentation

Percentage	Grade
90% – 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Below 60%	F

Important Dates

1. Drop/refund Deadline: January 13, 2025, at 11:59 m.
2. No Show Reporting Period: January 15, 2025, to January 24, 2025
3. Withdrawal Deadline - “W” grade: March 14, 2025, at 11:59 m.
4. Graduation Application Deadline: March 14, 2025
5. Final Grades Viewable in ATLAS: April 29, 2025
6. College Closed (No School): Jan-20 (Martin Luther King Day), Feb-7 (Learning Day), Mar-17 – 23 (Spring Break)

OTHER RESOURCES:

West Campus Bookstore:

Campus Store/Customer Service will be open Monday – Friday, 8 a.m. – 6 p.m.

Campus store window pick-up will be available Monday – Saturday, 8 a.m. – 6 p.m.

Visit the [Valencia Campus Store website](#) for more information and online ordering.

407-299-5000, extension 5310

Learning Support Services provides students with academic support through distance tutoring, face to face tutoring at the campuses, writing consultations, library services, and resources.

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Tutoring is offered in most academic disciplines including math, science, foreign languages, English for academic purposes (EAP), computer programming and writing assistance for any course. Assistance with library research can be accessed online through Atlas or the tutoring LibGuide. For more information on how to access tutoring and library research assistance, please visit the college-wide Learning Support Services LibGuide at: www.valenciacollege.edu/tutoring

Please note: Brainfuse is our new 24/7 online tutoring and learning hub, which is available to all of Valencia's students. This service is best used as a back-up to Valencia's Distance Tutoring service, not as a replacement. Brainfuse is accessible through Canvas or by visiting www.valenciacollege.edu/tutoring

Academic Advising:

- Call: 407-582-1507
- Email: advising@valenciacollege.edu
- Visit <https://valenciacollege.edu/students/student-services/support.php> for links and information on how to get connected to each of the following:
 - **Virtual Answer Center or Virtual Advising Center** (online Zoom access): Monday-Thursday 10a-7p, Fridays 9a-5p; Virtual Answer Center only – Saturdays 9a-1p
 - **Make an appointment** (in person): Monday-Thursday 8a-5p, Fridays 9a-5p (East, West, and OSC only), Fridays - virtual only (DTC, LNC, WP, PNC).

Enrollment Services:

- Phone access: Monday-Thursday 8a-6p and Fridays 9a-5p (407-582-1507)

Financial Aid:

Contact FinAidOffice@valenciacollege.edu for their financial aid questions, as well as for potential assistance with financial support

Academic Honesty:

- A. All forms of academic dishonesty are prohibited at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive.
- B. All work submitted by students is expected to be the result of the students' individual thoughts, research, and self-expression. Whenever a student uses ideas, wording, or organization from another source, the source shall be appropriately acknowledged.
- C. Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-11 ([www: valenciacollege.edu](http://www.valenciacollege.edu)). The policy can be located at the following link:
http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=193&volumeID_1=8&navst=0

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Student Code of Conduct:

- A. Valencia College is dedicated to the advancement of knowledge and learning and also to the development of responsible personal and social conduct. The primary purpose for the maintenance of discipline in the College setting is to support a civil environment conducive to learning and inquiry.
- B. Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03. The policy can be located at the following link:
<http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=180&volumeID=1=8&navst=0>

Student Assistance Program:

Valencia College has contracted with a private and confidential counseling service to provide short-term assistance to credit students who need to resolve problems that are affecting their college performance. Examples might include stress, relationship/family issues, alcohol/drug problems, eating disorders, depression, and gender issues. Students who are experiencing any of these issues and who are enrolled in credit classes at Valencia should call the toll-free number 1-800-878-5470 to speak to a professional counselor. Following is the link to the website:

<http://catalog.valenciacollege.edu/student-services/baycare-student-assistance-services/>

- If you are unable to participate in the course due to illness, family emergency, etc., please communicate with me as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with me as soon as possible in order to create a plan for the best course of action.
- As a Valencia student, you have access to Microsoft Word (as well as Microsoft Excel, PowerPoint, etc.) for free for personal use. You can learn more about accessing these applications in Atlas, on the "My Atlas" tab, right hand column, under "Microsoft Office for Personal Use."

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COLLEGE POLICIES

No Show Policy

Class attendance is required beginning with the first week of class. If you do not attend the first week of class, you may be withdrawn from the class as a "no show." Students who are not actively participating in an online class and/or do not submit the first assignment by the scheduled due date must be withdrawn by the instructor at the end of the first week as a "no show". If you are withdrawn as a "no show," you will be financially responsible for the class and a final grade of "WN" will appear on your transcript for the course.

Withdrawal Policy

Per Valencia policy 6Hx28:4-07:

A student is permitted to withdraw from a class on or before the withdrawal deadline on Friday, March 14th at 11:59 p.m. A student is not permitted to withdraw from a class after the withdrawal deadline.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or another grade as determined in consultation with the professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F."

A student who receives a grade of "W" will not receive credit for the course, and the "W" will not be calculated in the student's grade point average; however, the enrollment will count in the student's total attempts in the specific course. If a student withdraws from a class, the student may, upon request and only with the faculty member's permission (which may be withheld at any time in the sole discretion of the faculty member), continue to attend the course. If a student is administratively withdrawn, the student is not permitted to continue to attend the class.

After the withdrawal deadline, the student will receive the grade earned at the end of the course. Instructors do not withdraw students from class. Students must withdraw prior to the withdrawal date.

o Note to International Students (F-1 or J-1 Visa)

Please be advised that withdrawal from this course due to attendance may result in the termination of your visa status if you fall below the full-time enrollment requirement of 12 credit hours. Contact Valencia's [International Student Services](#) office for more information.

o Statement of Support for Students with Food/Housing/Financial Needs

Any student who has difficulty accessing sufficient food to eat, or who lacks a safe and stable place to live, and believes this may affect his or her performance in the course, is urged to meet with a Counselor in the [Advising Center](#) for information about resources that may be available from the college or community.

CLASS POLICIES:

1. **Attendance:** Class attendance is an essential component of your success in this course. Class time provides a valuable opportunity to discuss the course material, apply course concepts, learn from each other, and from guest speakers and/or presentations. If the syllabus notes additional activities that must be completed during a given week or time period for the student to be viewed as having “attended” the course, those instructions apply in addition to the minimal requirements listed above.
2. **Exams and Assignments:** The student is responsible for taking their exams and completing assignments during the week they are assigned. Assessments not submitted by the assigned due dates will not be accepted. Make up exams and assignments are subject to the approval of the instructor based on documentation provided by the student.
3. There will be no eating or drinking in the classroom. Class begins at a scheduled time and is over when the instructor dismisses class. Leaving early without prior permission will result in a class-work grade of zero and an absence.
4. Florida is a “two consent” state concerning recording conversations. Students may not record their instructors, either in conversation or in class, without their consent. If you want to record a classroom conversation, you must first receive permission from everyone in the room.
5. Students must do their own work; there are no exceptions. Students who plagiarize or cheat, in any way, risk dismissal from the class and expulsion from the college.
6. **Atlas:** Students must check their *Atlas e-mails* and ‘*Announcements*’ module regularly to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.
7. **Academic Accommodations:** Students with disabilities who qualify for academic accommodation must provide a letter from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodation based on appropriate documentation of disabilities (West Campus SSB 102, Ext. 1523).
8. Please set all mobile communications to vibrate or off mode. If there is an emergency, feel free to leave the classroom for a moment to take care of any NECESSARY communications. Disruption from a cell phone or other mobile device ringtones, beeps, could result in 5 points being taken off of your final course grade. Laptops are prohibited in class except with permission from the professor.

Use of Generative AI Tools:

Of Special Note: This statement is specific to our class and Prof. Nevarez's stance on AI and various generative tools in the writing process. Please note, you should always follow your professors' guidance and policies in other classes. These may be significantly different, based on the content and outcomes of the course.

- **Acceptable and Unacceptable Use of AI**
 - Most importantly, the vast majority of the work in this course will ask you to reflect on the readings and make connections to your own experiences. While tools like ChatGPT, Bard, etc. can be helpful, your ideas and writings are what should drive your responses. When using these tools for information, you are required to check the material for accuracy (hallucinations) and will need to find and include citations from academic sources and the tools you have used.
- **Permitted Usage**
 - The use of generative AI tools (e.g. ChatGPT, Bard, etc.) is permitted in this course for the following activities:
 - Refining your original ideas
 - Fine-tuning and revising your research questions
 - Finding general information on your topic (academic sources will still be necessary)
 - Getting feedback on your own work
 - Checking grammar and style
- **Not Permitted Usage**
 - The use of generative AI tools is not permitted in this course for the following activities:
 - Impersonating you in classroom contexts, such as by using the tool to compose any part of your writings. The tools should be seen as support (and should be cited as such) - they should not be the creators of your work. Submitting a document composed by AI is a form of Academic Dishonesty. Remember, the tools can be used to support and refine, not to write your assignments.
 - Completing group work that your group has assigned to you. Submitting a classmate's work to any of these tools violates privacy. Never submit a classmate's work to these tools.
 - Submitting any course content. You are not permitted to submit any material from this course (writing prompts, quiz questions, discussion questions, project instructions, etc.) to any online tool, AI or otherwise. Please note the content created for this course should not be shared outside of our Canvas space.
 - You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. When in doubt about permitted usage, please ask for clarification. Let's engage in a conversation about these tools.

Institutional Core Competencies:

The following Valencia Student Competencies will be reinforced throughout the entire course:

THINK – Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.

VALUE – Distinguish among personal, ethical, aesthetic, cultural, and scientific values by evaluating your own and other’s values from a global perspective in the process of learning the discipline.

COMMUNICATE – Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.

ACT – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

This course reinforces the Valencia Student Competencies of Think, Value, Act, and Communicate described in the Valencia College Catalog, which can be located at the following link: <http://valenciacollege.edu/competencies>

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SCHEDULE OF CLASSES MAR 2150 – International Marketing (CRN 24781) Spring, 2025

Week Beginning	Assignment	Due Date
Week 1 01/6/2025	Welcome & Overview Read: Syllabus & Orientation Module Read: Chapter 1 – Globalization Submit: Introduction Responses Submit: Discussion Responses	Monday, January 13 th
Week 2 01/13/2025	Read: Chapter 2 – Internationalization Submit: Discussion Responses	Tuesday, January 21 st
Week 3 01/20/2025 Dr. Martin Luther King, Jr. Day School Closed	Read: Chapter 3 – Standardization and Adaptation View: Company Case Study Submit: Case Study Responses	Monday, January 27 th
Week 4 01/27/2025	Read: Chapter 4 – Geographic and Psychic Distances Submit: Discussion Responses	Monday, February 3 rd
Week 5 02/3/2025	Read: Chapter 5 – Cultural Distance Submit: Discussion Responses	Monday, February 10 th
Week 6 02/10/2025	Read: Chapter 6 – Administrative Distance Submit: Discussion Responses	Monday, February 17 th
Week 7 02/17/2025	Read: Chapter 7 – Economic and Technological Distances Submit: Discussion Responses	Monday, February 24 th
Week 8 02/24/2025	Read: Chapter 8 – Bottom of the Pyramid Marketing Submit: Discussion Responses	Monday, March 3 rd
Week 9 03/03/2025	Read: Chapter 9 – Reverse Innovation Submit: Discussion Responses	Monday, March 10 th
Week 10 03/10/2025	MID-TERM ORAL PRESENTATIONS	Tuesday, March 11 th

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Week 11 03/17/2025 – 03/23/2025 SPRING BREAK <i>No Homework Due</i>		
Week 12 03/24/2025	Read: Chapter 10 – Mobile Marketing Submit: Discussion Responses	Monday, March 31 st
Week 13 03/31/2025	Read: Chapter 11 – Origin-Based Marketing Submit: Discussion Responses	Monday, April 7 th
Week 14 04/07/2025	Read: Chapter 12 – Cause-Related Marketing Submit: Discussion Responses	Monday, April 14 th
Week 15 04/14/2025	PRESENTATIONS Oral Presentation of Marketing Plan Submit: Marketing Plan/Portfolio APA Style	Monday, April 21 st
Week 16 04/21/2025	REFLECTION PAPER Available <i>Monday, 4/21 – Thursday, 4/24</i>	Final Grades Viewable in Atlas <i>04/29/2025</i>

DISCLAIMER:

The schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.