Course Name: MBA636 – International Marketing

Instructor name: David Snyder

Professor David J. Snyder, PhD is currently teaching in the Undergraduate and Graduate programs at Canisius College in Buffalo, New York. Dr. Snyder has also taught courses in Angers, France; Mutare, Zimbabwe; Queretero, Mexico; London, England; Hanoi and Hochiminh City, Vietnam; as well as for the University of Virginia as part of their Fall 2006 Semester at Sea program.

Objectives of the Course:

As global economic growth occurs, understanding marketing in all cultures is increasingly important. Our text addresses global issues and describes concepts relevant to all international marketers regardless of their international involvement. Emphasis is on the strategic implications of competition in different country markets. An environmental / cultural approach to international marketing permits a truly global orientation. This course is designed to stimulate curiosity about management practices of companies seeking market opportunities outside the home country and to raise the students’ consciousness about the importance of viewing international marketing management strategies from a global perspective. Marketing managers will need strong analytical skills as well as communication skills (both oral and written). The marketing manager will also need to have an appreciation of diversity and the importance of ethics in order to operate effectively in a global environment.

Office: Tower 401
Email: snyder@canisius.edu
Phone: 716-888-2608

Office Hours: By appointment. If you live in the local area, I would enjoy the opportunity to meet with you face to face. If you do not live in the area, we can set up phone meetings or live online chats as needed.

Online Time: Below is a list of my anticipated Angel online time so that you know when to expect responses and postings on the website.

- I will attempt to respond to e-mails within 48 hours unless I am away from the office for whatever reason (I will alert you to this if this happens). If you have an urgent concern (e.g. a professional/personal crisis, an urgent question about an upcoming assignment) please put ‘Urgent’ in the subject line of your e-mail to me. I ask for your best judgment to not overuse this, so that I can respond quickly to those messages that are truly urgent.

- I will be on Angel, reviewing the discussion responding to postings and posting grades during the day from at least 3 PM to 4 PM on Mondays and Wednesdays.
I will check the course content daily between Monday and Friday to see if there are questions and to review the general flow of discussion. I may or may not post responses during this time, but, I will be checking the website often to search for questions or issues that arise in the discussions.

On most weekends, I will check email once per day, but this will generally NOT be a primary response time for me (i.e., I will generally not post responses to questions during this time).


COURSE POLICIES

Written Assignments

Unless otherwise noted, all assignments must be typed, double spaced with one inch margins, and 11-12 point readable fonts.

Attendance Policy

You are graduate students, and I expect you to want to be prepared to discuss the reading and actively participate in online discussions. In the online format, this means being ready to post your memos, weekly reading responses, and peer responses during the allotted times. If for some reason you anticipate not being able to post during a particular module, please let me know beforehand if at all possible. If this does happen, you will generally be asked to write a short memo outlining the readings for the week. More than one absence like this (not being able to post during the allotted time) is considered excessive and I have the discretion to require an additional written assignment from you if this absence is not excused (e.g., due to sickness, personal issues, or family issues).

Late Assignment Policy

It is important that you can meet deadlines in college and in your professional positions. Therefore, late assignments can earn no higher than a C average grade. Assignments are due by midnight Saturday the week they are assigned. All deadlines for projects, postings and papers are specified in the syllabus. Assignments or postings not completed three days past the deadline cannot be made up. Students cannot request extra credit opportunities.

Life Happens Policy

Although I will fully adhere to the late assignment policy, there are exceptions. If for some reason you anticipate not being able to complete a requirement of this course by the specified deadline, contact me prior to the deadline to explain the circumstances. If you anticipate any conflicts now, contact me immediately to make arrangements. Do not contact me after a deadline has passed to explain why you did not make the deadline. Uncontrollable family or personal emergencies are, of course, exempted.
COURSE LAYOUT ON ANGEL

A Note on Your E Mail Account

You will receive e mails in this course to the account which you have registered with the university.

Announcements

This is the location for general course announcements. Any changes to course readings or assignments will also be posted to this location.

Syllabus

The full syllabus can be downloaded from this location. Please read the syllabus carefully. This is our contract for the course. You will be accountable for all the deadlines, readings, and assignments listed in the syllabus. I recommend printing it out to check off tasks once they are completed to ensure that you have covered everything.

Modules

The course topics are separated into modules. In the modules locations on Angel you will find a list of the required readings and assignments, Power Point slides or other tools for help in understanding your readings, questions for your postings, etc.

Assignments

I will post rubrics and guidelines for assignments in this location.

Discussion Board

This discussion Board is visible to the entire class. You should post your comments to this location for the entire class to read. This will be the primary venue for the full class to discuss course content.

Communication

If you want to send an e mail to me or to your colleagues directly, you can use this location in Angel. I do ask that you refrain from e mailing the entire class as much as possible.

GRADING CRITERIA

Each written assignment will be graded on the following criteria:
- Organization and development of ideas
- Synthesis of material
- Writing quality
- Soundness of analysis
- Writing style: formatting, reference, style.

COURSE SCHEDULE

August 26  Chapters one and two and three
September 9  Chapters four and five and six
September 23  Chapters seven and nine and ten
October 13  MIDTERM EXAM - On Line
October 7  Chapters eleven and thirteen and fourteen
October 21  Chapters fifteen and eighteen
November 4  Chapters sixteen and seventeen

GRADE WEIGHTS

Six end of chapter assignments  20% Due dates given in each module
Six on line discussions  10% Due dates given in each module
Term Paper  20%.
Country Report Team Project  20%
MIDTERM EXAM - On Line  30%