

Course Component for International Marketing

1. *Class Quizzes* – Each week, you are expected to **come to class prepared** by completing a quiz before the first day of the class for that week (i.e. Tuesday). That means you should have read and studied the chapter prior to coming to class that week. You will be taking a 10-question multiple-choice quiz over the assigned chapter prior to class periods. In other words, you will take the quizzes at your own time (at home, at the library, at the computer, etc.). No late work is accepted. The quizzes are available a week before the due date (**for example: class begins at 12noon on the 18th of August, access to the quiz will close at 12 noon on the 18th of August**).
2. *Class discussions*- You are expected to participate in in-class activities for the assigned chapter. These discussion topics will allow you to apply the concepts and theories you are studying in the textbook. You are expected to have read and studied the chapter, as well as watch or read the case study via Voice Thread prior to the in-class discussions.
3. *Individual Project (Interview Project)*- Various concepts/ideas in our environment are valued differently and are learned as one is raised in a culturally specific manner. One example might be the socially acceptable work-roles for women (construction/men; nursing/women in U.S.). For this assignment we will use Geert Hofstede's assessment of several concepts/ideas that are valued differently by different cultures. From this list you are to pick a minimum of three (you will need to identify these concepts/ideas yourself), and using in-depth interview techniques, you are to explore how people from a different culture learned their cultural value for that concept/idea. During one of our class period, we will be heading down to the ESL (English as Second Language) program, and interviewing students in the ESL program.
4. *Group Project (International Marketing Plan)*- You will be completing a group project throughout the semester. This project will allow you to apply the concepts and theories you are studying in the textbook. Again, you are expected to have read and studied the chapter prior to completing the group project. You will be required to present your final project at the end of the semester. We will use several class periods to complete this project. Your instructor will be visiting with each group and answering questions in class.