I. Course Overview

Course Objectives:
The course is designed to help students develop their critical thinking, inquiry and communication skills while providing a road map to their future career in Marketing or International Business. This course will provide students with an overview of career opportunities in Marketing and International Business.

Course Description:
The formulation of effective marketing strategies must begin an understanding of consumers' preferences and needs. In this course, students examine global market segments and how to reach them. Understanding of the consumer buying process as well as psychological and sociological variables across countries is the focus of the course.

Learning Outcome:
Consumers play a fundamental role in marketing. Understanding consumers’ behavior, including their perceptions, cognitive process, decision making, and social interactions, is a necessary component in effective marketing strategy. By the end of the course, you should have a basic understanding of theories of human psychology and behavior, be able to apply this knowledge in developing effective marketing strategies and public policy, and be able to incorporate it into your discussions and writing.

Lecture Room: BEH 120
Lecture Time: 2:30 – 3:45pm (T/Th)
Office Hours: 12:15pm-2:15pm T/Th and by appointment

Grading Details:
- Midterm Exam: 25% of total
- Final Exam: 30% of total
- Data Collection (Individual): 10% of total
- Project (Parts detailed through syllabus) (Group): 25% of total
- Case Presentation and Paper (Group): 10% of total
- Guaranteed Grades: A- (>90%); B- (>80%); C- (>70%)

Textbook: CB7, 7th edition (Cengage Publishers, ©2016), by Babin and Harris

II. Grading Details

Exams (Midterm and Final): (55% of total grade)
There will be two exams, one non-cumulative mid-term (worth 25% of your total grade) and a cumulative final (worth 30% of your total grade). All exams will be closed book and closed note.

Project (Group): (25% of total grade)
There are a total of 7 portions. Look at the link off the main syllabus website (http://faculty.unlv.edu/anjala) for details. Grading criterion will be given to you during the semester.

Data Collection (Individual) (10% of total grade)
You have two phases for this portion of the project. Phase 1 is worth 2% of your grade and Phase 2 is worth 8% of your final grade. This is an INDIVIDUAL ASSIGNMENT.

Case Presentation and Paper (Group): (10% of total grade)
- Presentation:
  10 minute presentation followed by 5 minutes of questions. Below is an outline for your use in the development of your short case presentation. Note that it is not necessary to follow this outline exactly as it is; it is meant to serve as a guideline of essential elements. To that end, you should not limit your presentation to exclusively these elements. Remember to creatively integrate what you have learned so far. Note that these are very short but you are expected to extend this information by doing additional research (each one contains a list of references which you can use as a starting point). Be professional and be creative!
  1. Situation analysis (The company and the environment) -- be brief on this part
     - Company analysis (goals, focus, culture, strengths, weaknesses, market share...)
     - Competitor analysis (market position, strengths, weaknesses, market shares...)
- Collaborators (subsidiaries, distributors ...)  
- Climate “PEST”  
- “SWOT” analysis  

2. Questions at the end of the case  
- Go through at least three questions of your choice and provide short and succinct answers to the questions. Tie in the class material and theories we have been learning in class.  

3. Global implications  
- What are the global implications of the case?  

Paper:  
Maximum of a 10 page paper with details on the case. Use titles and format as you do your presentation. Include answers to questions and details such as references.  

Key Grading Criteria for Case Presentations:  
- Did you command the attention of the class and present convincingly?  
- Did you answer all of the questions above?  
- Were you creative in your presentation and how you sold your ideas?  

III. Project Details – Group Assignment  

Group Selection:  
Organize into teams of four members. Email me immediately if you need help finding partners. Email to Anjala.krishen@unlv.edu or bring your list to class.  

Topic Assignments:  
Each group will select a product, service, or corporation of interest as a focal point for the project, bearing in mind that we are especially interested in the global nature of consumer behavior.  

Data Collection (Individual):  
Phase 1 (worth 2% of your grade): Turn in a maximum of a one-page short description of both of the individuals you will be interviewing and which product category you will be using.  

Phase 2 (worth 8% of your grade): Turn in a maximum of a five-page description of each of the two interviews (which should already have been conducted). This can be in outline form. This one will be graded more like the final paper (i.e. you won't get full credit just for turning it in.) This is an INDIVIDUAL ASSIGNMENT.  

Interviews: Please conduct two in-depth interviews with two different individuals (NOT a student, faculty, or staff on any campus) about a recent purchase (in the last year).  

If your last name starts with A – L, utilize Hofstede’s Cultural Dimensions Theory to delve into the cultural dimensions of each of your interviewees. Allow the interviewee to select either a major national culture or a microculture within which to focus your questions and gather your information.  

If your last name starts with M – Z, utilize the Consumer Acculturation Model to delve into the progressive learning of cultures of each of your interviewees. Select individuals who are multicultural and discuss the cultural norms and sanctions that are part of their culture.  

Objective: Your goal in the interview will be to discover how the consumer deals with their cultural heritage and how that impacts their choices in the marketplace.  

Methodologies: As you complete your interviews, you should complete two diagrams per interview. The first diagram will be based on the model (either Hofstede or Consumer Acculturation). The second diagram can be one of the two types listed below (your choice per interview).  

1. Associative Mapping: Ask the interviewee to tell you what associations (e.g., beliefs, feelings, memories, etc.) they have with their cultural segment of choice. For example, ask them to discuss how it impacts the brands they choose, and then get associations for that brand. Using these associations, construct an associative map (which should resemble a spreading activation model of semantic memory).  

2. Collage: Present the interviewee with several different types of magazines and ask them to cut out photos that represent how they feel about their native culture and the way it connects to the brands
and products they choose (e.g., ask them to prepare a collage for the brands they choose, and another for one of the brands they consider but do not choose).

Draft paper (Group):
Phase 1: Turn in a maximum of a 10-page short description of your overall paper framework. Include at least half of your references.
Phase 2: Turn in a maximum of a 20-page paper draft. This is a GROUP ASSIGNMENT.

Final presentation and paper:
1. Final presentation
   - Overview: Each team will be randomly assigned to a presentation day and time. Each will have 10 minutes to present and 2 minutes for constructive feedback.
   - Advice: While we will discuss what makes a good presentation in class, here are some things to consider.
   - This is a short 10 minute "pitch" of your ideas. The presentation must be a gem—a polished shining performance. You have conducted a lot of qualitative and literature review research, however, at this stage you should only be presenting the information that is relevant to the case that you are making.
   - Make sure to present theory from the class and academic literature you researched and put your findings into an overarching framework. Tell a story and make everything fit together. Use figures to make your story easier to follow.
   - Turn in: Please turn in a copy of your overheads.
   - Presentation Grading: I will grade you on the overall presentation and visual aids. You do not need elaborate visual support (a simple power point presentation or a few overheads is adequate). But you do need to distill your main ideas to help the audience grasp your key points. Watch the flow of your presentation. Is the opening engaging? Do you deliver your key closing points? Is your delivery smooth and polished? Were you creative?

2. Final paper
   The final paper should be turned in both in paper and via email to Anjala.krishen@unlv.edu. Please write a paper formatted like a journal paper. You will be given an outline to follow. Be concise yet complete in your paper. Include your interview findings (two completed per person in your group). The paper is not to exceed 35 pages (10 or 12 point font is fine), including all exhibits at the end of the paper depicting your research results (i.e., from the theory base, associative map, and/or collage exercise). You must also include a bibliography with at least 12 marketing/advertising/psychology journal references. Include in the conclusion of your write-up implications of your findings for marketing strategy.

IV. Course Schedule
The course schedule can be found on the course website at http://faculty.unlv.edu/anjala then click on “current courses” and find the course.

V. Policies

**Academic Misconduct** – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: [http://studentconduct.unlv.edu/misconduct/policy.html](http://studentconduct.unlv.edu/misconduct/policy.html).

**Copyright** – The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: [http://www.unlv.edu/provost/copyright](http://www.unlv.edu/provost/copyright).

**Disability Resource Center (DRC)** – The UNLV Disability Resource Center (SSC-A 143, [http://drc.unlv.edu/](http://drc.unlv.edu/), 702-895-
provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The makeup will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes of his or her intention to participate in religious holidays which do not fall on state holidays or periods of recess. For additional information, please visit: http://catalog.unlv.edu/content.php?catoid=6&navoid=531.

Incomplete Grades - The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Tutoring – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at: http://academicsuccess.unlv.edu/tutoring/.

UNLV Writing Center – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: http://writingcenter.unlv.edu/

Rebelmail – By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. Emailing within WebCampus is acceptable.

Final Examinations – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: http://www.unlv.edu/registrar/calendars.

Library Services - If you need assistance from the UNLV Library please visit the following links: https://www.library.unlv.edu/services/grad_students, https://www.library.unlv.edu/services/undergrad_students

Assignments - All assignments are due at the beginning of the class for which they are assigned, both individual and group project ones. Late work will be given a grade of ZERO. No excuses on this other than medical emergencies. No need to inform instructor for missed classes, just turn in your assignments exactly when they are due, not early, not late.

Laptops - Laptops may be used during the class period only to consult your notes or for note-taking purposes. Using the Internet for e-mailing or browsing during any session is considered as a severe lack of respect. If you are using a laptop for unrelated reasons, you may be asked to close your laptop as it is disruptive to other students who are paying
attention and attending class for their benefit.

**Missed Exams** - If you miss an exam, you will be given a grade of zero unless you have contacted me, in advance, and are excused from the exam, in advance, by me. Examples of valid excuses include death in the family and severe illness. Examples of invalid excuses are excess workload, personal plans such as a family vacation or gathering, other appointments, and travel plans. Once again, you must inform me before the exam. There will be no exceptions to this rule. This does not, however, automatically excuse you. I must actively do so. Note that if you contact me in advance (e.g., by email) but don’t give me time to reply before the mid-term, you run the risk that I won’t excuse it. As a rule, I do not provide make-up exams. If you have an excuse, the exam will be ignored and the weight shifted entirely to the final exam. For no reason may you miss the final exam.