1. **Course Information**

   **Course Title:** Cross-Cultural Marketing Leadership  
   **Course number:** MBA 5393/MKTG 4393  
   **Course Section:** CTBA  
   **Semester:** Spring 2015  
   **Room #:** TBD  
   **Credit hours:** 3  
   **Days & hours:** Study Abroad Experience, May 18 - 29  
   **Prerequisites:** Graduate Student, Senior Undergraduate, or Instructor's Approval  
   **Blackboard site:** Blackboard site ([http://blackboard.stthom.edu/](http://blackboard.stthom.edu/)) for MBA 5393/MKTG 4393  

2. **Instructor Information**

   **Name:** Dr. John Story  
   **Office location:** Welder 226  
   **Emergency phone:** 713 525 2100  
   **Office phone:** 713 525 2139  
   **E-mail:** storyjw@stthom.edu  
   **Fax number:** 713 525 2110  
   **Office hours:** By appointment  
   **Home/cell phone:** 208 220 2631  
   **Where to leave assignments:** All assignments will be submitted in Blackboard  

3. **Course Catalog Description**

   This course exposes students to cross-cultural marketing leadership through readings, short cases, visits with companies, and lectures. Students will study basic leadership theory, cultural impacts on leadership and marketing, and managing marketing research in a cross-cultural environment.  

4. **Program Goals (BBA and MBA)**

   When students complete the BBA program at the University of St. Thomas,  
   
   1. **They will be able to communicate effectively.**  
      - Objective 1: Graduates will deliver a compelling oral presentation.  
      - Objective 2: Graduates will demonstrate mastery of communication technology.  
      - Objective 3: Graduates will write professional quality documents.  
   
   2. **They will be adept at critical thinking.**  
      - Objective 1: Graduates will analyze problems in-depth.  
      - Objective 2: Graduates will evaluate data thoroughly.  
      - Objective 3: Graduates will present feasible solutions.  
   
   3. **They will be able to work effectively in teams.**  
      - Objective 1: Graduates will work collectively towards team objectives.  
      - Objective 2: Graduates will demonstrate professional interpersonal relations with other team members.
4. They will be ethical decision makers.
   - Objective 1: Graduates will identify the ethical issues implicit in a business situation.
   - Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.

5. They will be knowledgeable about fundamental business issues and processes.

When students complete the MBA degree at the University of St. Thomas:

Goal 1. They will be effective communicators.
   - Objective 1: Graduates will deliver a compelling oral presentation.
   - Objective 2: Graduates will write professional quality documents.

Goal 2. They will be effective team members.
   - Objective 1: Graduates will demonstrate appropriate group techniques to participate in a team task that results in effective performance.
   - Objective 2: Graduates will demonstrate effective leadership skills in a group project.

Goal 3. They will be ethical decision makers.
   - Objective 1: Graduates will recognize the ethical issues implicit in a business situation.
   - Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.
   - Objective 3: Graduates will develop a variety of ethical alternatives for resolving or at least addressing, a problem in business.

Goal 4. They will be globally aware.
   - Objective 1: Graduates will perform a global business situation analysis.
   - Objective 2: Graduates will formulate global business strategy.
   - Objective 3: Students will evaluate global business strategy.

Goal 5. They will be able to integrate knowledge across multiple business disciplines.
   - Objective 1: Graduates will identify business problems and opportunities that result from factors internal and external to the organization.
   - Objective 2: Graduates will apply quantitative and qualitative techniques from the different business disciplines to address problems and opportunities.

Goal 6. They will be knowledgeable about multiple business disciplines

5. Course Learning Objectives

This course is designed to expose students to leadership theory and applied marketing, then introduce students to the challenges and methods of cross-cultural marketing, through company visits, short lectures, class discussions, and group projects.

- Students will:
  - Experience other cultures through study abroad (Goal 4)
  - Explore differences ethical frames across cultures (Goal 3)
  - Work in groups to prepare a final report and presentation (Goals 1, 2, and 5)
  - Apply leadership theory to managing across cultures and business functions (Goal 6)
6. Texts, Readings, Materials

Required reading:

A list of required articles for this course will be provided to students on Blackboard. Some of the material may be made available through the library or in the classroom. The links to purchase some of this material will be posted on Blackboard. You will be responsible for getting the materials and reading the documents before class.

Suggestions for further study:

See the Blackboard site for additional resources.

Resources

CSB Resource Site for BBA Students on Blackboard.

If you cannot see this course, please let me know.

7. Instructional methods:

This class will use a combination of online tutorials and exercises, lecture, team projects, site visits and in-class exercises.

8. Use of Technology

1) Online data retrieval and/or research:
   - Web search and information retrieval for various assignments
   - ResearchGuide of the Doherty Library
     Library self-help tutorials for students at http://doherty.libguides.com/tutorials

2) Online communication or collaboration
   - Stthom email account will be used for course-related communication
   - Discussion Board
   - Text messaging; I will require your cell phone number and provider for this.

3) Use of general productivity software (e.g., Microsoft Office) to complete assignment
   - Microsoft Word and PowerPoint used to complete assignments
     Microsoft Office self-help tutorials for students
     at http://www.stthom.edu/Offices_Services/Offices/Information_Technology/Services/Training/Microsoft_Products.aqf

4) Use of BlackBoard learning platform
   - Course syllabus, assignment directions, and other information available in Blackboard
   - Selected assignments to be submitted through Blackboard
     Blackboard self-help tutorials for students
     at http://www.stthom.edu/Offices_Services/Offices/Information_Technology/Services/Training/Student_Tutorials.aqf
9. Course Topics and Schedule: (This is a tentative schedule and will probably change. Updates will be posted to Blackboard.)

<table>
<thead>
<tr>
<th>March 15 – April 30</th>
<th>Online Tutorials and Exercises</th>
<th>Leadership Theory Marketing Basics Marketing Research Basics Cultural Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 19</td>
<td>Arrive in London</td>
<td>Orientation, Dinner together, planning and logistics</td>
</tr>
<tr>
<td>May 20 - 28</td>
<td>Details coming soon</td>
<td></td>
</tr>
<tr>
<td>May 29</td>
<td>Depart London</td>
<td></td>
</tr>
<tr>
<td>June 10</td>
<td>Final Paper Deadline</td>
<td></td>
</tr>
</tbody>
</table>

The schedule will be provided on the course site on Blackboard. Please note that the schedule is a guide and that every attempt is made to provide an accurate overview of the course plan. However, the schedule will be modified as needed during the semester depending on the progress, needs, and experiences of the students. In addition, opportunities to bring in guest speakers or attend topical events, university closures, and other unforeseen events will result in changes to the schedule. Please check Blackboard frequently to keep track of course progress and course events.

Assignments/Tests:

- Readings
  - Read assigned material; be prepared for class discussion and participation
  - If there are topics/concepts in the assigned readings that you find difficult, please let me know at least the morning before the class/session in which we are scheduled to discuss the reading. We can focus additional attention on those areas.
- Online Assignments
  - There will be several online assignments which must be completed by May 19
- Team Project
  - Students will work in small teams during the afternoons to develop parts of the final report and a presentation.
- Final Paper
  - Each student will combine the team report sections with a final written section to create a final report.

Course Policies

- Attendance/tardiness

Students must arrive in London on May 19 and depart no earlier than May 29. All students are required to attend company visits, visiting lectures, and afternoon sessions. Most evenings, one weekend, and at least one afternoon will be free for individual activities.
Please note:

1. If you must miss a class because of illness or other significant reason(s), please bring documented evidence of the same. The excuse for absence will be accepted at the discretion of the instructor.

2. If you miss a class, find out what was covered by asking other students or by sending an email message to the instructor. If you choose to ask a classmate, ask more than one student to be sure that you understand everything covered in class. It is entirely your responsibility to make sure that you have read and clarified any material that was covered in any class you missed before coming to the next class.

- Citizenship behavior

Q: What is citizenship behavior in the classroom?

Presence in the classroom
Sportsmanship
Students should treat class obligations as they would any other professional commitment. The class environment is informal, but is also one of mutual respect.

Q: How will citizenship behavior be scored?

Any behavior that is not considered appropriate by the instructor will result in a deduction of points. Examples of such behavior include – but are not limited to – monitoring of electronic devices, lack of attention during contributions by other members of the class, and disruptive behavior.

Please note that disruptive behavior by a student during presentation of another student/group will result in a penalty on the student group’s presentation score.

- Participation

Every member of the class is expected to attend every class session completely and to participate fully in the activities in class. Participation in class helps make the class more enjoyable and attractive – and, it is a part of your grade. Please note that participation points are not automatically awarded to students based on their presence in class. While preparation and coming to class are prerequisites for contribution, they are not a substitute for it. On the other hand, absence will adversely affect your participation grade.

When students attend a class session, they start with zero participation points. It is the student’s responsibility to earn participation points during the session by actively participating in class activities, discussions, and presentations. Evidence of active participation by a student is defined broadly as:

- Verbal participation in team and class discussions appropriate to the setting.
- Offering relevant comments and questions that are aligned with the topic at hand.
o Offering relevant current events such as current media reports that are aligned with the topic at hand.

o Asking questions or offering comments that help class mates refine their ideas.

• Cell phones, electronic media

  o During lectures

  Cell phones and all other communication devices must be switched to ‘silent’ mode during class meetings. Use of laptops for activities not related to this class will be penalized. Please see section on attendance above.

  o During presentations and tests

  Cell phones and all other communication devices must be turned off during presentations and tests in class.

• Student Feedback

  I encourage you to take an active role in this course by providing me with your feedback and comments about the course throughout the semester.

11. Student Grading Processes: (including weighting of factors)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Report</td>
<td>30%</td>
</tr>
<tr>
<td>Team Work</td>
<td>20%</td>
</tr>
<tr>
<td>Participation</td>
<td>50%</td>
</tr>
</tbody>
</table>

Grading Scale

The grading scale below indicates the ranges for specific letter grades.

A  93-100 Excellent, superior performance, showing comprehensive understanding of subject matter
A- 90-92
B+ 87-89 Good, clearly above-average performance with knowledge of subject matter generally complete
B  83-86
B- 80-82
C+ 77-79 Satisfactory, basic understanding of the subject matter
C 73-76
C- 70-72
D+ 67-69 Minimal pass, marginal performance generally insufficient preparation for subsequent courses in the same subject
D 65-66
F <65 Fail, unsatisfactory performance or failure to meet course requirements

12. Available Support Services:

• Tutorial Services Center

The Tutorial Services Center is a tutorial center, and is available free of cost to all UST students. Writing consultants and subject tutors are available when the center is open. The schedule is available at http://www.stthom.edu/Offices_Services/Offices/Tutorial_Services_Center/HoursSchedule.aqf

An online service is also available.

Students are encouraged to consult with tutors at the Tutorial Services Center when completing written assignments for this course. Based on the instructor's assessment of the student's written work, the student may be required to work with the tutors at the Tutorial Services Center to improve the student's writing skills.

• Information Technology Services


CSB Mission Statement

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

Academic Honesty

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.
The tests will be individual efforts. Students may work together on homework assignments, but must submit their own assignments.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

Accommodations

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crooker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.