

Mkt 505 courseguide



**ASSIGN
BUSTER**

MKT 505 – International Marketing COURSE DESCRIPTION This course reviews the organization for international marketing, foreign demand analysis, product development and policies, trade channels, promotion policies, pricing, and legal aspects. Emphasis is on development of effective international marketing strategy addressing the major global market areas (Europe, Africa, Asia, and the Americas). INSTRUCTIONAL MATERIALS

Required Resources Keegan, W. J. , & Green, M. C. (2011). Global marketing: 2011 custom edition (6th ed.).

Upper Saddle River, NJ: Prentice Hall / Pearson. Supplemental Resources

Colton, D. A. , Roth, M. S. & Bearden, W. O. (2010). Drivers of international e-Tail performance: The complexities of orientations and resources. Journal of International Marketing, 18(1), 1-22. Friedman, T. L. (2005). The World is flat 3. 0: A brief history of the twenty-first century, New York, NY: Picador.

McCue, S. (2006). Force to force: Building profitable e-commerce strategies.

Mason, OH: Thomson HigherEducation. Mulki, J. , Jaramillo, J. , & Locanders, W. (2009).

Critical role of leadership on ethical climate and salesperson behaviors.

Journal of Business Ethics, 86(2), 125-141. Okazaki, S. , Mueller, B. & Taylor, C. (2010). Global consumer culture repositing: Testing perceptions of soft-sell and hard-sell advertising appeals between U. S. and Japanese consumers.

Journal of International Marketing, 18(2), 20-34. Santos, N. J. , & Laczniak, G. R. (2009). Marketing to the poor: An integrative justice model for engaging impoverished market segments. Journal of Public Policy & Marketing, 28(1), 3-15.

COURSE LEARNING OUTCOMES

1. Formulate, implement, and evaluate effective marketing strategies based on an analysis of global operating environments, market dynamics, and internal capabilities.
2. Analyze the major economic, cultural, and political/legal aspects of the international business environment, including the economic dynamics of foreign trade, impact of regional and global trade integration, and key cultural dimensions affecting marketing operations.
3. Assess the potential risks and benefits of various international markets and formulate effective market entry strategies to support foreign market expansion.
4. Integrate global information systems in the use of market research.
5. Integrate the concepts of market segmentation, product development, and pricing policies into viable marketing strategy to fit a variety of international market environments.
6. Configure product distribution channels and logistics to meet marketing objectives and fit a variety of global market environments.
7. Analyze an integrated marketing communication (IMC) strategy to support global marketing operations.
8. Evaluate and adapt corporate marketing strategies to fit the changing dynamics of foreign markets and foster a competitive advantage.
9. Develop and integrate global e-Commerce into the marketing strategy.
10. Use technology and information resources to research issues in international marketing.
11. Write clearly and concisely about international marketing using proper writing mechanics.

COURSE SCHEDULE The standard requirement for a 4.5 credit hour course is for students to spend 13.5 hours in weekly work. This includes preparation, activities, and evaluation regardless of delivery mode.

Week 1 Preparation Reading(s) o Chapter 1: Introduction to Global Marketing
o Case 1-2: McDonald's Expands Globally While Adjusting Its Local Recipe
Activities • • Discussions Evaluation • 2 • None Reading(s) o Chapter 2: The
Global Economic Environment o Chapter 3: Regional Market Characteristics
and Preferential Trade Agreements Preparation 20 Preparation, Activities,
and Evaluation Points e-Activity o Research the NAFTA trade agreement to
determine the pros and cons of the agreement and the ethical issues of
outsourcing as a byproduct of the agreement.

Be prepared to discuss Activities • • Discussions Evaluation • 3 • None
Reading(s) o Chapter 4: Social and Cultural Environments o Chapter 5: The
Political, Legal, and Regulatory Environments o Case 4-1 Disney Adapts to
Cultural Differences e-Activity o Research the marketing mistakes that were
made at Euro Disney. Be prepared to discuss. o Go to the Transparency
International Website, located at <http://www.transparency.org/>, to review
the global corruption Preparation 20 • ©2011 Strayer University. All Rights
Reserved.

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disclosed in whole or in part, without the expressed written permission of
Strayer University. MKT 505 Student Version 1118 (1016 9-27-11) Page 2 of
17 MKT 505 – International Marketing links. Determine the pros and cons of

doing business in countries that are recognized as being corruptive. Be prepared to discuss. Activities • Discussions Evaluation • 4Case Study1: Acer (Case 1-3) 20 280

Preparation Reading(s) o Chapter 6: Global Information Systems and Market Research o Chapter 7: Segmentation, Targeting, and Positioning o Case 6-1: Market Research Transforms Coach Activities • • Discussions Evaluation • Case Study 2: America's Cuban Conundrum (Case 5-1) 20 240 5 Preparation Reading(s) o Chapter 8: Importing, Exporting, and Sourcing o Chapter 9: Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances o Case 9-2: Jaguar's Passage to India Activities • •

Discussions Evaluation • None Reading(s) o Chapter 10: Brand and Product Decisions in Global Marketing o Chapter 11: Pricing Decisions o Case 11-2: LVMH and Luxury Goods Marketing e-Activity o Research the NAFTA trade agreement and be prepared to discuss the pros and cons of the agreement and the ethical issues of outsourcing as a byproduct of the agreement. Be prepared to discuss. o The top-ranked brands for 2008 are shown in the textbook as Table 10-2. Browse through the list and choose any brand that interests you. Compare its 2008 ranking with the most recent ranking at http://www.usbusinessweek.com/interactive_reports/top_brands.html.

Determine how the brand's ranking has changed and support your assessment with outside sources. Be prepared to discuss. 20 6 Preparation •

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Activities • Discussions Evaluation • 7 • Case Study 3: Carmakers Target Gen Y (Case 7-2) Preparation Reading(s) o Chapter 12: Global Marketing Channels and Physical Distribution o Chapter 13: Global Marketing Communications Decisions I: Advertising and Public Relations o Case 12-1: Tesco Expands in the United States Activities • Discussions Evaluation • 8 • None Preparation Reading(s) o Chapter 14: Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, Special Forms of Marketing Communications o Chapter 16: Strategic Elements of Competitive Advantage o Case 16-2: Kodak in the Twenty-First Century Activities • Discussions Evaluation • 9 Case Study 4: Advertising, Public Relations, and the 2008 Beijing Olympics (Case 13-1) 20 240 20 20 240 Preparation Reading(s) o Chapter 15: Digital Revolution o Case 15-1: Global Marketers Use Social Media Activities • • Discussions Evaluation • None Reading(s) o Chapter 17: Leadership, Organization, and Corporate Social Responsibility o Case 17-2 Boeing versus Airbus: A Battle for the Skies e-Activity o Research the news and present a company that has currently violated its commitment to corporate social responsibility 20 10 Preparation • • ©2011 Strayer University.

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discuss. Activities • Discussions Evaluation • 11 • Case Study 5: eBay in Asia (Case 15-2) Preparation Reading(s) o Case 4-2: Barbie: Growing Pains as the American Girl Goes Global o Case 10-2: The Smart Car Activities •

Discussions Evaluation • None 20 20 240

GRADING SCALE – GRADUATE Assignments Case Study 1: Acer (Case 1-3)

Case Study 2: America's Cuban Conundrum (Case 5-1) Case Study 3:

Carmakers Target Gen Y” (Case 7-2) Case Study 4: Advertising, Public

Relations, and the 2008 Beijing Olympics (Case 13-1) Case Study 5: eBay in

Asia (Case 15-2) Participation (22 discussions worth 10 points apiece) Totals

Total Points 280 240 240 240 240 220 1, 460 % of Grade 19% 16% 16% 16%

16% 15% 100% Points 1, 314 – 1, 460 1, 168 – 1, 313 1, 022 – 1, 167 Below

1, 022 Percentage 90% – 100% 80% – 89% 70% – 79% Below 70% Grade A B

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All Rights Reserved. This document contains Strayer University Confidential and Proprietary information and may not be copied, further distributed, or otherwise disclosed in whole or in part, without the expressed written permission of Strayer University. MKT 505 Student Version 1118 (1016 9-27-11) Page 5 of 17 MKT 505 – Assignments and Rubrics Case Study 1: Acer (Case 1-3) Due Week 3 and worth 280 points Write a 4-5 page report that answers the following: 1. Acer's strategy has been described as " divide and conquer. " Compare and contrast this to Lenovo's strategy. . Explain how the “ global markets-local markets” paradox figures into Stan Shih’s strategy for China. 3. Determine what strategies Acer can apply to become the world’s third-largest PC company, behind Dell and Hewlett-Packard. 4. Even before the current economic crisis deepened, growth in the U. S. PC market had

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begun to slow down. Despite strong competition from Dell and Hewlett-Packard, Acer's U. S. market share increased from 1 percent in 2004 to 3.3 percent by the end of 2006. Analyze Acer's prospects for gaining further share in the United States. . Provide evidence from at least three (3) qualified sources with the answer to number four, e. g. , textbook, peer-reviewed journals, government, or professional organizations Websites.

Note: Properly cite your sources in the report and on a separate reference page that follows the APA style conventions. Your assignment must:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

- The specific Course Learning Outcomes associated with this assignment are:
- • • Formulate, implement, and evaluate effective marketing strategies based on an analysis of global operating environments, market dynamics, and internal capabilities. Use technology and information resources to research issues in international marketing.

Write clearly and concisely about international marketing using proper writing mechanics. Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric. Points: 280

Criteria 1. Acer's strategy has been described as "divide and conquer." Compare and contrast this to Lenovo's strategy. Weight: 20%

2. Explain how the "global markets-local markets"

paradox figures Case Study 1: Acer (Case 1-3) Unacceptable (Below 70% F) Did not submit or incompletely compared and contrasted Acer's strategy to Lenovo's strategy.

Did not submit or incompletely explained how the Fair (70-79% C) Partially compared and contrasted Acer's strategy to Lenovo's strategy. Proficient (80-89% B) Satisfactorily compared and contrasted Acer's strategy to Lenovo's strategy. Exemplary (90-100% A) Thoroughly compared and contrasted Acer's strategy to Lenovo's strategy. Partially explained how the “ global markets-local Satisfactorily Thoroughly explained how the explained how the “ global markets-local “ global markets-local ©2011 Strayer University. All Rights Reserved.

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Did not submit or incompletely analyzed Acer's prospects for gaining further share in the United States. No references provided. markets” paradox figures into Stan Shih's strategy for China. Partially determined what strategies Acer can apply to become the world's third largest PC company, behind Dell and

HewlettPackard. Partially analyzed Acer's prospects for gaining further share in the United States. markets" paradox figures into Stan Shih's strategy for China. Satisfactorily determined what strategies Acer can apply to become the world's third largest PC company, behind Dell and HewlettPackard.

Satisfactorily analyzed Acer's prospects for gaining further share in the United States. markets" paradox figures into Stan Shih's strategy for China. Thoroughly determined what strategies Acer can apply to become the world's third largest PC company, behind Dell and HewlettPackard.

Thoroughly analyzed Acer's prospects for gaining further share in the United States. 3. Determine what strategies Acer can apply to become the world's third largest PC company, behind Dell and Hewlett-Packard. Weight: 20% 4. Analyze

Acer's prospects for gaining further share in the United States. Weight: 20%

5. 3 References Weight: 10% 6. Clarity and writing mechanics. Weight: 10%

More than 6 errors present Does not meet the required number of references; some or all references poor quality choices. 5-6 errors present Meets number of required references; all references high quality choices. 3-4 errors present Exceeds number of required references; all references high quality choices. 0-2 errors present ©2011 Strayer University. All Rights Reserved.

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17 MKT 505 – Assignments and Rubrics Case Study 2: America's Cuban Conundrum (Case 5-1) Due Week 4 and worth 240 points Write a 4-5 page report that answers the following: 1. Analyze the key issue that prompted the EU to take the Helms-Burton dispute to the WTO. 2. Decide who benefits and who suffers from an embargo of this type and explain your rationale. . Compose a resolution to the trade situation between the U. S. and Cuba. 4. Given that trade relations resume between the U. S. and Cuba, determine what type of economic barriers would have to be overcome by a U. S. firm to conduct business successfully in Cuba. Your assignment must: • Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; references must follow APA or school-specific format. Check with your professor for any additional instructions. Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date.

The cover page and the reference page are not included in the required page length. • The specific Course Learning Outcomes associated with this assignment are: • Analyze the major economic, cultural, and political/legal aspects of the international business environment, including the economic dynamics of foreign trade, impact of regional and global trade integration, and key cultural dimensions affecting marketing operations. Use technology and information resources to research issues in international marketing.

Write clearly and concisely about international marketing using proper writing mechanics. • • Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric. Points: 240 Criteria 1. Analyze the key issue that

prompted the EU to take the Helms-Burton dispute to the WTO. Weight: 20%
Case Study 2: America's Cuban Conundrum (Case 5-1) Unacceptable (Below 70% F) Did not submit or incompletely analyzed the key issue that prompted the EU to take the Helms-Burton dispute to the WTO.

Did not submit or incompletely decided who benefits and who suffers from an embargo of this type and explain your rationale. Did not submit or incompletely composed a Fair (70-79% C) Partially analyzed the key issue that prompted the EU to take the HelmsBurton dispute to the WTO. Partially decided who benefits and who suffers from an embargo of this type and explain your rationale. Partially composed a resolution to the trade situation Proficient (80-89% B) Satisfactorily analyzed the key issue that prompted the EU to take the Helms-Burton dispute to the WTO.

Satisfactorily decided who benefits and who suffers from an embargo of this type and explain your rationale. Satisfactorily composed a resolution to the Exemplary (90-100% A) Thoroughly analyzed the key issue that prompted the EU to take the HelmsBurton dispute to the WTO. Thoroughly decided who benefits and who suffers from an embargo of this type and explain your rationale. Thoroughly composed a resolution to the 2. Decide who benefits and who suffers from an embargo of this type and explain your rationale. Weight: 20% 3. Compose a resolution to the trade situation between the U.

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Student Version 1118 (1016 9-27-11) Page 8 of 17 MKT 505 – Assignments and Rubrics Cuba. Weight: 25% resolution to the trade situation between the U. S. and Cuba. Did not submit or incompletely determined what type of economic barriers would have to be overcome by a U. S. firm to conduct business successfully in Cuba. More than 6 errors present between the U. S. and Cuba. Partially determined what type of economic barriers would have to be overcome by a U. S. firm to conduct business successfully in Cuba. 5-6 errors present trade situation between the U. S. and Cuba. Satisfactorily determined what type of economic barriers would have to be overcome by a U. S. firm to conduct business successfully in Cuba. 3-4 errors present trade situation between the U. S. and Cuba. Thoroughly determined what type of economic barriers would have to be overcome by a U. S. firm to conduct business successfully in Cuba. 4. Given that trade relations resume between the U. S. and Cuba, determine what type of economic barriers would have to be overcome by a U. S. firm to conduct business successfully in Cuba. Weight: 25% 5. Clarity and writing mechanics. Weight: 10% 0-2 errors present ©2011 Strayer University. All Rights Reserved. This document contains Strayer University Confidential and Proprietary information and may not be copied, further distributed, or otherwise disclosed in whole or in part, without the expressed written permission of Strayer University.

MKT 505 Student Version 1118 (1016 9-27-11) Page 9 of 17 MKT 505 – Assignments and Rubrics Case Study 3: Carmakers Target Gen Y (Case 7-2) Due Week 6 and worth 240 points Write a 4-5 page report that answers the following: 1. Explain the strategy behind Asian automakers targeting Gen Y. 2. Analyze the strategy behind Honda and Toyota creating new vehicles such

as the Element and the Scion. 3. Determine the rationale behind Toyota's decision to limit the number of Scion vehicles available for sale. Do you agree or disagree? Provide a rationale. 4.

Research current strategies that Ford and GM are using to cater to this particular market segment. Your assignment must:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions. Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.
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The specific Course Learning Outcomes associated with this assignment are:

- • • Integrate the concepts of market segmentation, product development, and pricing policies into viable marketing strategy to fit a variety of international market environments. Use technology and information resources to research issues in international marketing. Write clearly and concisely about international marketing using proper writing mechanics. Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

Points: 240
Criteria 1. Explain the strategy behind Asian automakers targeting Gen Y. Weight: 20%
2. Analyze the strategy behind Honda and Toyota creating new vehicles such as the Element and the Scion. Weight: 20%
Case Study 3: Carmakers Target Gen Y (Case 7-2) Unacceptable (Below

70% F) Did not submit or incompletely explained the strategy behind Asian automakers targeting Gen Y. Did not submit or incompletely analyzed the strategy behind Honda and Toyota creating new vehicles such as the Element and the Scion. Did not submit or incompletely determined the

Fair (70-79% C) Partially explained the strategy behind Asian automakers targeting Gen Y. Partially analyzed the strategy behind Honda and Toyota creating new vehicles such as the Element and the Scion. Proficient (80-89% B) Satisfactorily explained the strategy behind Asian automakers targeting Gen Y. Satisfactorily analyzed the strategy behind Honda and Toyota creating new vehicles such as the Element and the Scion. Satisfactorily determined the rationale behind Exemplary (90-100% A) Thoroughly explained the strategy behind Asian automakers targeting Gen Y.

Thoroughly analyzed the strategy behind Honda and Toyota creating new vehicles such as the Element and the Scion. 3. Determine the rationale behind Toyota's decision to limit the Partially determined the rationale behind Toyota's decision to Thoroughly determined the rationale behind

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MKT 505 Student Version 1118 (1016 9-27-11) Page 10 of 17 MKT 505 – Assignments and Rubrics number of Scion vehicles available for sale. Do you agree or disagree? Provide a rationale. Weight: 25% rationale behind Toyota's decision to limit the number of Scion vehicles available for sale.

Provided a rationale for agreement or disagreement. Did not submit or incompletely researched current strategies that Ford and GM are using to cater to this particular market segment. More than 6 errors present limit the number of Scion vehicles available for sale. Provided a partial rationale for agreement or disagreement.

Partially researched current strategies that Ford and GM are using to cater to this particular market segment. Toyota's decision to limit the number of Scion vehicles available for sale. Provided a satisfactory rationale for agreement or disagreement. Satisfactorily researched current strategies that Ford and GM are using to cater to this particular market segment. 3-4 errors present Toyota's decision to limit the number of Scion vehicles available for sale. Provided a thorough rationale for agreement or disagreement.

Thoroughly researched current strategies that Ford and GM are using to cater to this particular market segment. 0-2 errors present 4. Research current strategies that Ford and GM are using to cater to this particular market segment. Weight: 25% 5. Clarity and writing mechanics. Weight: 10% 5-6 errors present ©2011 Strayer University. All Rights Reserved. This document contains Strayer University Confidential and Proprietary information and may not be copied, further distributed, or otherwise disclosed in whole or in part, without the expressed written permission of Strayer University. MKT 505 Student Version 1118 (1016 9-27-11) Page 11 of 17

MKT 505 – Assignments and Rubrics Case Study 4: Advertising, Public Relations, and the 2008 Beijing Olympics (Case 13-1) Due Week 8 and worth 240 points Write a 4-5 page report that answers the following: 1. Analyze the reasons why the Chinese government hired a Western public relations firm to <https://assignbuster.com/mkt-505-courseguide/>

work on the 2008 Beijing Olympics. 2. Assess the reasons why protesters and activists target events such as the Olympics. 3. Evaluate whether the opportunity to reach a global audience by advertising during the Olympics offsets the potential for bad publicity. 4.

Analyze how well of a job the companies identified in this case did in anticipating and responding to the protests. Your assignment must:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length. The specific Course Learning Outcomes associated with this assignment are:

- • • Analyze an integrated marketing communication (IMC) strategy to support global marketing operations. Use technology and information resources to research issues in international marketing. Write clearly and concisely about international marketing using proper writing mechanics. Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric. Points: 240 Criteria 1.

Analyze the reasons why the Chinese government hired a Western public relations firm to work on the 2008 Beijing Olympics. Weight: 20% Case Study 4: Advertising, Public Relations, and the 2008 Beijing Olympics (Case 13-1)

Unacceptable (Below 70% F) Did not submit or incompletely analyzed the reasons why the Chinese government hired a Western public relations firm to

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work on the 2008 Beijing Olympics. Did not submit or incompletely assessed the reasons why protesters and activists target events such as the Fair (70-79% C)

Partially analyzed the reasons why the Chinese government hired a Western public relations firm to work on the 2008 Beijing Olympics. Proficient (80-

89% B) Satisfactorily analyzed the reasons why the Chinese government hired a Western public relations firm to work on the 2008 Beijing Olympics.

Exemplary (90-100% A) Thoroughly analyzed the reasons why the Chinese government hired a Western public relations firm to work on the 2008 Beijing Olympics. 2. Assess the reasons why protesters and activists target events such as the Olympics. Weight: 20%

Partially assessed the reasons why protesters and activists target events such as the Olympics. Satisfactorily assessed the reasons why protesters and activists target events such as the Olympics. Thoroughly assessed the reasons why protesters and activists target events such as the Olympics.

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Assignments and Rubrics 3. Evaluate whether the opportunity to reach a global audience by advertising during the Olympics offsets the potential for bad publicity. Weight: 25% Olympics. Did not submit or incompletely evaluated whether the opportunity to reach a global audience by advertising

during the Olympics offsets the potential for bad publicity. Did not submit or incompletely analyzed how well of a job the companies identified in this case did in anticipating and responding to the protests.

More than 6 errors present Partially evaluated whether the opportunity to reach a global audience by advertising during the Olympics offsets the potential for bad publicity. Partially how well of a job the companies identified in this case did in anticipating and responding to the protests.

Satisfactorily evaluated whether the opportunity to reach a global audience by advertising during the Olympics offsets the potential for bad publicity. Satisfactorily how well of a job the companies identified in this case did in anticipating and responding to the protests.

Thoroughly evaluated whether the opportunity to reach a global audience by advertising during the Olympics offsets the potential for bad publicity.

Thoroughly how well of a job the companies identified in this case did in anticipating and responding to the protests. 4. Analyze how well of a job the companies identified in this case did in anticipating and responding to the protests. Weight: 25% 5. Clarity and writing mechanics. Weight: 10% 5-6 errors present 3-4 errors present 0-2 errors present ©2011 Strayer

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15-2) Due Week 10 and worth 240 points Write a 4-5 page report that answers the following: 1. Analyze the key factors that have caused eBay to struggle in Japan, China, and other Asian markets to determine if these mistakes could have been avoided 2.

Compare and contrast the strategies used by Yahoo and eBay in their Asian market approach. 3. Assess what eBay's shift to giving control of its main China operation to Tom Online signifies. 4. Formulate some additional strategies that eBay could use in the Asian market. Your assignment must: • Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length. • The specific Course Learning Outcomes associated with this assignment are: • • • Evaluate and adapt corporate marketing strategies to fit the changing dynamics of foreign markets and foster a competitive advantage. Use technology and information resources to research issues in international marketing. Write clearly and concisely about international marketing using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric. Points: 240 Criteria 1. Analyze the key factors that have caused eBay to struggle in Japan, China, and other Asian markets to

determine if these mistakes could have been avoided. Weight: 20% Case Study 5: eBay in Asia (Case 15-2) Unacceptable (Below 70% F) Did not submit or incompletely analyzed the key factors that have caused eBay to struggle in Japan, China, and other Asian markets to determine if these mistakes could have been avoided.

Did not submit or incompletely compared and contrasted the strategies used by Yahoo and eBay in their Asian market approach. Did not submit or Fair (70-79% C) Partially analyzed the key factors that have caused eBay to struggle in Japan, China, and other Asian markets to determine if these mistakes could have been avoided. Partially compared and contrasted the strategies used by Yahoo and eBay in their Asian market approach. Proficient (80-89% B) Satisfactorily analyzed the key factors that have caused eBay to struggle in Japan, China, and other Asian markets to determine if these mistakes could have been avoided.

Satisfactorily compared and contrasted the strategies used by Yahoo and eBay in their Asian market approach. Satisfactorily Exemplary (90-100% A) Thoroughly analyzed the key factors that have caused eBay to struggle in Japan, China, and other Asian markets to determine if these mistakes could have been avoided. Thoroughly compared and contrasted the strategies used by Yahoo and eBay in their Asian market approach. Thoroughly 2.

Compare and contrast the strategies used by Yahoo and eBay in their Asian market approach. Weight: 20% 3. Assess what eBay's Partially assessed

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shift to giving control of its main China operation to Tom Online signifies.

Weight: 25% incompletely assessed what eBay's shift to giving control of its main China operation to Tom Online signifies.

Did not submit or incompletely formulated some additional strategies that eBay could use in the Asian market. More than 6 errors present what eBay's shift to giving control of its main China operation to Tom Online signifies.

assessed what eBay's shift to giving control of its main China operation to Tom Online signifies. Satisfactorily formulated some additional strategies

that eBay could use in the Asian market. 3-4 errors present assessed what eBay's shift to giving control of its main China operation to Tom Online

signifies. 4. Formulate some additional strategies that eBay could use in the

Asian market. Weight: 25% 5. Clarity and Writing Mechanics. Weight: 10%

Partially formulated some additional strategies that eBay could use in the Asian market. 5-6 errors present Thoroughly formulated some additional

strategies that eBay could use in the Asian market. 0-2 errors present

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Student Notes Weekly Course Schedule The purpose of the course schedule

is to give you, at a glance, the required preparation, activities, and

evaluation components of your course. For more information about your

<https://assignbuster.com/mkt-505-courseguide/>

course, whether on-ground or online, access your online course shell. The expectations for a 4.5 credit hour course are for students to spend 13.5 hours in weekly work. This time estimate includes preparation, activities, and evaluation regardless of the delivery mode. Instructional Materials

In order to be fully prepared, obtain a copy of the required textbooks and other instructional materials prior to the first day of class. When available, Strayer University provides a link to the first three (3) chapters of your textbook(s) in eBook format. Check your online course shell for availability. Review the online course shell or check with your professor to determine whether Internet-based assignments and activities are used in this course. Instructional materials are obtained through the university's virtual bookstore and can be accessed through iCampus: <http://bookstore.mbsdirect.net/strayer.htm>.

Courses with Internet-based assignments and activities on publisher sites may require the purchase of onetime access codes. When purchasing used textbooks, a separate access code purchase will be necessary. Discussions Students taking this course online are required to post their discussions to a weekly thread in the online course shell. Respond to at least two (2) other students' posts to earn full credit for each discussion. As it is always possible that you could lose your work due to unforeseen circumstances, you should routinely save your work in a separate file before posting in the course discussion area.

Professors hold discussions during class time for on-ground students. Check with your professor if any additional discussion participation is required in

the online course shell outside of class hours. Assignments A standardized performance grading rubric is a tool your professor will use to evaluate your written assignments. Review the rubric before submitting assignments that have grading rubrics associated with them to ensure you have met the performance criteria stated on the rubric. Grades are based on individual effort. There is no group grading; however, working in groups in the online or on-ground classroom is acceptable.

Assignments for online students are always submitted through the online course shell. On-ground professors will inform students on how to submit assignments, whether in paper format or through the online course shell.

Resources The Resource Center navigation button in the online course shell contains helpful links. Strayer University Library Resources are available here as well as other important information. You should review this area to find resources and answers to common questions. Technical support is available for the following: •

For technical questions, please contact Strayer Online Technical Support by logging in to your iCampus account at <https://icampus.strayer.edu/login> and submitting a case under “ Student Center,” then “ Submit Help Ticket. ” If you are unable to log in to your iCampus account, please contact Technical Support via phone at (877) 642-2999. ©2011 Strayer University. All Rights Reserved. This document contains Strayer University Confidential and Proprietary information and may not be copied, further distributed, or otherwise disclosed in whole or in part, without the expressed written permission of Strayer University.

MKT 505 Student Version 1118 (1016 9-27-11) Page 16 of 17 MKT505 – Student Notes • For concerns with your class, please access the Solution Center by logging in to your iCampus account at <https://icampus.strayer.edu/login> and submitting a case under “ Student Center,” then “ Submit Help Ticket. ” If you are unable to log in to your iCampus account, please contact the IT Help Desk at (866) 610-8123 or at [mailto:\[email protected\]](mailto:)edu. TurnItIn. com is an optional online tool to assess the originality of student written work.

Check with your professor for access and use instructions. The Strayer Policies link on the navigation bar in the online course shell contains academic policies. It is important that students be aware of these policies. . ©2011 Strayer University. All Rights Reserved. This document contains Strayer University Confidential and Proprietary information and may not be copied, further distributed, or otherwise disclosed in whole or in part, without the expressed written permission of Strayer University. MKT 505 Student Version 1118 (1016 9-27-11) Page 17 of 17