

**Introduction to International Business
IBUS 310 Sect. 7xx, Summer 2026**

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Course Description

In today's global economy, businesspeople must understand the relationships, institutions, and the environment that underlie international commerce. The primary objective of this course is to provide an introduction to the global economy that will help you be effective in business – whether you actually work in a global corporation or not. I hope it will also help you to be an educated citizen, understanding the major issues impacting government policy and globalization. The topics in the class have been selected to address both theoretical and practical dimensions of the global economy. Finally, the material in the course should enhance your learning about, and enjoyment of, our trip to Europe.

The bulk of the course content will be taught online from April 21 to Aug. 3, including our trip to Europe. During the online portion most of the basic content of the course will be covered. This will allow more time to meet with European businesspeople and gain a better understanding of doing business in Europe while on our trip. We will be using McGraw-Hill Connect, and course materials will be on D2L. To help you stay focused and motivated, there are deadlines throughout the summer. ***All the materials will be available, so you may move faster than the deadlines, but you must complete each section by the due date.***

We will have three pre-departure sessions that are required. These dates are Thursday April 2, Thursday April 9 and Thursday April 16, from 6:00 to 7:30 pm. Again, these are required for you to attend the program component in Europe.

Objectives

Upon successful completion of this course, you will be able to:

1. Explain the process of globalization and the implications of globalization for business firms and their managers.
2. Explain how and why the world's countries differ.
3. Present a thorough review of economics and policies of international trade and investment.
4. Examine the different strategies that business can adopt to compete in the global marketplace and enter specific foreign markets.
5. Explore the role played by marketing, operations, and human resource management within international business.
6. Understand ethical issues that can arise when doing business in countries whose political and legal systems are not supportive of basic human rights.

Materials

The book we will use is Global Business Today, 2024 Release by Charles Hill, using McGraw Hill Connect and SmartBook 2.0 Integration. You can launch Connect from D2L.
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Grading

- (1) Course Introduction (20 Points): There are two course introduction videos.
- (2) SmartBook Chapters (170 Points): Each chapter has a series of questions to enhance your learning as you read and are worth 10 points per chapter.
- (3) Chapter Assignments (170 Points): Each chapter has a set of activity questions that will help you apply the concepts from the chapter and are worth 10 points per chapter.
- (4) Did You Know? Exercises (80 Points): There are 8 Did You Know? video cases. These are worth 10 points each.
- (5) Chapter Quizzes (340 Points): There will be a quiz over each chapter worth 20 points each. These quizzes are open book; however, my strong recommendation is to read the chapter through, and then take the quiz, looking up answers in the text as needed. The time limit for each quiz is 30 minutes, so that is not enough time to look up answers if you have not read the chapter first.
- (6) Yellowdig discussion board (150 points): You are all familiar with discussion boards, but Yellowdig is a new platform that seeks to produce meaningful discussions that are solid learning experiences. Please review the tutorial in D2L. We will have one Yellowdig community for all the classes I am offering. You will get the same Yellowdig grade in both your classes.

In Yellowdig you get points for how much you engage and interact with others by posting or commenting, and also for receiving comments, reactions, and accolades from other people reading your contributions. By coming early, starting

good conversations with thoughtful content, and continuing those conversations, you will learn more and get to your point goal faster. There are 1000 Yellowdig points each week that will then be translated into a maximum of 10 points in D2L.

- (6) Company Visit Preparation Document (120 Points): Before each company visit/academic session you will write a 1-page (double spaced, 12 pt font) document with:

1. at least two questions for our guest speaker, based on their Company or LinkedIn page;
2. a description of the company and what they do.

Note: these are due the night before the visit at 11:59 pm.

- (7) Post-Visit Summary Document (120 Points): After each company visit you will write a 1-page (double spaced) summary of what you learned from the session.

Note: these are due the day after the visit at 11:59 pm.

- (8) Completion of Europe Map Quiz (40 Points): Test Mode. Percent correct multiplied by 40 points. May take test maximum of 3 times, in front of one of the faculty <https://lizardpoint.com/geography/europe-quiz.php>

Grading Summary

Course Introduction	20
SmartBook Chapters	170
Chapter Assignments	170
Did You Know Video Cases	80
Quizzes	340
Yellowdig	150
Pre-Visit Document	120
Post-Visit Summary	120
<u>Europe Map Quiz</u>	<u>40</u>
Total points	1210

Class Schedule

Week	Topic	Reading	Assignments
1 April 21-27	<p>Yellowdig Introductions Connect Orientation Video Succeeding in your Online Course</p> <p>Globalization</p> <p>National Differences in Political, Economic, and Legal Systems</p> <p>National Differences in Economic Development</p>	<p>Yellowdig</p> <p>Chapter 1</p> <p>Chapter 2</p> <p>Chapter 3</p>	<p>Yellowdig Introduction Connect Orientation Video (10 pts) Succeeding in your Online Course (10 pts)</p> <p>Chapter 1 SmartBook (10 pts) Chapter 1 Assignment (10 pts) Ch 1 Quiz (20 pts) Ch 1 Did You Know? (10 pts)</p> <p>Chapter 2 SmartBook (10 pts) Chapter 2 Assignment (10 pts) Ch 2 Quiz (20 pts)</p> <p>Chapter 3 SmartBook (10 pts) Chapter 3 Assignment (10 pts) Ch 3 Quiz (20 pts) Ch 3 Did You Know? (10 pts)</p>
2 April 28-May 4	<p>Differences in Culture</p> <p>Ethics, Corporate Social Responsibility, and Sustainability</p> <p>Regional Economic Integration</p>	<p>Chapter 4</p> <p>Chapter 6</p> <p>Chapter 9</p>	<p>Chapter 4 SmartBook (10 pts) Chapter 4 Assignment (10 pts) Ch 4 Quiz (20 pts) Ch 4 Did You Know? (10 pts)</p> <p>Chapter 6 SmartBook (10 pts) Chapter 6 Assignment (10 pts) Ch 6 Quiz (20 pts)</p> <p>Chapter 9 SmartBook (10 pts) Chapter 9 Assignment (10 pts) Ch 9 Quiz (20 pts)</p>
3 May 3-9	Budapest		<p>Budapest Guest Speaker 1 Preparation (10pts) Budapest Guest Speaker 2 Preparation (10pts) Budapest Guest Speaker 3 Preparation (10pts) Budapest Guest Speaker 4 Preparation (10pts) Budapest Guest Speaker 1 Summary (10pts) Budapest Guest Speaker 2 Summary (10pts) Budapest Guest Speaker 3 Summary (10pts) Budapest Guest Speaker 4 Summary (10pts)</p>
4 May 10-17	Munich		<p>Munich Guest Speaker 1 Preparation (10pts) Munich Guest Speaker 2 Preparation (10pts) Munich Guest Speaker 3 Preparation (10pts) Munich Guest Speaker 4 Preparation (10pts) Munich Guest Speaker 1 Summary (10pts) Munich Guest Speaker 2 Summary (10pts) Munich Guest Speaker 3 Summary (10pts) Munich Guest Speaker 4 Summary (10pts)</p>
5 May 19-25	Ethics, Corporate Social Responsibility, and Sustainability	Chapter 5	<p>Chapter 5 SmartBook (10 pts) Chapter 5 Assignment (10 pts) Ch 5 Quiz (20 pts)</p>
6 May 26-June 1	Government Policy and International Trade	Chapter 7	<p>Chapter 7 SmartBook (10 pts) Chapter 7 Assignment (10 pts) Ch 7 Quiz (20 pts) Ch 7 Did You Know? (10 pts)</p>
7 June 2-8	Foreign Direct Investment	Chapter 8	<p>Chapter 8 SmartBook (10 pts) Chapter 8 Assignment (10 pts) Ch 8 Quiz (20 pts)</p>
8 June 9-15	The Foreign Exchange Market	Chapter 10	<p>Chapter 10 SmartBook (10 pts) Chapter 10 Assignment (10 pts) Ch 10 Quiz (20 pts)</p>

Week	Topic	Reading	Assignments
9 June 16-22	The International Monetary System	Chapter 11	Chapter 11 SmartBook (10 pts) Chapter 11 Assignment (10 pts) Ch 11 Quiz (20 pts) Ch 11 Did You Know? (10 pts)
10 June 23-29	The Strategy of International Business	Chapter 12	Chapter 12 SmartBook (10 pts) Chapter 12 Assignment (10 pts) Ch 12 Quiz (20 pts) Ch 12 Did You Know? (10 pts)
11 June 30-July 6	Entering Developed and Emerging Markets	Chapter 13	Chapter 13 SmartBook (10 pts) Chapter 13 Assignment (10 pts) Ch 13 Quiz (20 pts)
12 July 7-13	Exporting, Importing, and Countertrade	Chapter 14	Chapter 14 SmartBook (10 pts) Chapter 14 Assignment (10 pts) Ch 14 Quiz (20 pts) Ch 14 Did You Know? (10 pts)
13 July 14-20	Global Production and Supply Chain Management	Chapter 15	Chapter 15 SmartBook (10 pts) Chapter 15 Assignment (10 pts) Ch 15 Quiz (20 pts)
14 July 21-27	Global Marketing and Business Analytics	Chapter 16	Chapter 16 SmartBook (10 pts) Chapter 16 Assignment (10 pts) Ch 16 Quiz (20 pts) Ch 16 Did You Know? (10 pts)
15 July 28-Aug.3	Global Human Resources Management	Chapter 17	Chapter 17 SmartBook (10 pts) Chapter 17 Assignment (10 pts) Ch 17 Quiz (20 pts)

Managerial Marketing/Introduction to Marketing MKT 300/327 Summer 2026

"Because its purpose is to create a customer, the business has two - and only two - functions: marketing and innovation. Marketing and innovation create value, all the rest are costs."
Peter F. Drucker, *People and Performance*, Harper College Press, 1977, p. 90)

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Course Description

The objective of this course is to provide an introduction to marketing management. The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. This course will provide you with a systematic framework for understanding marketing management and strategy.

The course content will be taught online from April 21 to Aug. 3, including our trip to Europe. During the online portion most of the basic content of the course will be covered. This will allow more time to meet with European businesspeople and gain a better understanding of marketing in Europe while on our trip. We will be using McGraw-Hill Connect, and course materials will be on D2L. To help you stay focused and motivated, there are deadlines throughout the summer. ***All the materials will be available, so you may move faster than the deadlines, but you must complete each section by the due date.***

Course Objectives

1. To gain factual knowledge (terminology, methods, trends and concepts) of the marketing discipline.
2. To understand fundamental marketing principles and theories as they apply to international and domestic marketing.
3. To begin to develop professional skills and competencies in marketing, including: an understanding of the steps involved in the market segmentation and targeting process and an understanding of the types of decisions that must be made in planning the marketing mix for a firm.
4. To become aware of some of the types of ethical and social responsibility issues firms face that relate to marketing decisions.

Materials

The book for this course is Marketing: The Core, by Roger Kerin and Steven Hartley, Using McGraw Hill Connect and SmartBook 2.0 Integration. You can launch Connect from D2L.
Copyright: 2024.

Grading

- (1) Course Introduction (30 Points): there are several videos and information about the course on D2L.
- (2) SmartBook Chapters (180 Points): Each chapter has a series of questions to enhance your learning as you read, and are worth 10 points per chapter.
- (3) Chapter Assignments (180 Points): Each chapter has a set of activity questions that will help you learn to apply the concepts from the chapter, and are worth 10 points per chapter.
- (4) Marketing Analytics (80 Points): There are 8 marketing analytics activities that will give you practice at making data-based decisions. These are worth 10 points each.
- (5) Chapter Quizzes (360 Points): There will be a quiz over each chapter worth 20 points each. These

quizzes are open book; however, my strong recommendation is to read the chapter through, and then take the quiz, looking up answers in the text as needed. The time limit for each quiz is 30 minutes, so that is not enough time to look up answers if you have not read the chapter first.

Grading Summary

Course Introduction	30
SmartBook Chapters	180
Chapter Assignments	180
Marketing Analytics	80
<u>Quizzes</u>	<u>360</u>
Total points	830

Class Schedule

Week	Topic	Reading	Assignments
1 April 21-27	Creating Customer Relationships and Value through Marketing	Chapter 1	Chapter 1 (10) Chapter 1 Assignment (10 pts) Quiz 1 (20 pts)
	Developing Successful Organizational and Marketing Strategies	Chapter 2	Chapter 2 (10) Chapter 2 Assignment (10 pts) Quiz 2 (20 pts)
	Building an Effective Marketing Plan	Appendix A	Marketing Analytics: The Profit Equation (10 pts)
2 April 28-May 4	Understanding and Reaching Global Consumers and Markets	Chapter 6	Chapter 6 (10) Chapter 6 Assignment (10 pts) Quiz 6 (20 pts)
	Market Segmentation, Targeting, and Positioning	Chapter 8	Chapter 8 (10) Chapter 8 Assignment (10 pts) Quiz 8 (20 pts)
3 May 3-9	On site in Europe		
4 May 10-18	On site in Europe		
5 May 19-25	Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility	Chapter 3	Chapter 3 (10) Chapter 3 Assignment (10 pts) Quiz 3 (20 pts)
6 May 26-June 1	Understanding Consumer Behavior	Chapter 4	Chapter 4 (10) Chapter 4 Assignment (10 pts) Quiz 4 (20 pts)
	Understanding Organizations as Customers	Chapter 5	Chapter 5 (10) Chapter 5 Assignment (10 pts) Quiz 5 (20 pts)
7 June 2-8	Marketing Research: From Customer Insights to Actions	Chapter 7	Chapter 7 (10) Chapter 7 Assignment (10 pts) Quiz 7 (20 pts)
	Developing New Products and Services	Chapter 9	Chapter 9 (10) Chapter 9 Assignment (10 pts) Quiz 9 (20 pts) Marketing Analytics: New Products (10 pts)
8 June 9-15	Managing Successful Products, Services, and Brands	Chapter 10	Chapter 10 (10) Chapter 10 Assignment (10 pts) Quiz 10 (20 pts)

			Marketing Analytics: Uncovering Opportunities (10 pts)
9 June 16-22	Pricing Products and Services	Chapter 11	Chapter 11 (10) Chapter 11 Assignment (10 pts) Quiz 11 (20 pts) Marketing Analytics: Target Return-on-Investment Pricing (10 pts)

Week	Topic	Reading	Assignments
10 June 23-29	Managing Marketing Channels and Supply Chains	Chapter 12	Chapter 12 (10) Chapter 12 Assignment (10 pts) Quiz 12 (20 pts)
11 June 30-July 6	Retailing and Wholesaling Implementing Interactive and Multichannel Marketing	Chapter 13 Chapter 14	Chapter 13 (10) Chapter 13 Assignment (10 pts) Quiz 13 (20 pts) Chapter 14 (10) Chapter 14 Assignment (10 pts) Quiz 14 (20 pts) Marketing Analytics: Web Design (10 pts)
12 July 7-13	Integrated Marketing Communications and Direct Marketing	Chapter 15	Chapter 15 (10) Chapter 15 Assignment (10 pts) Quiz 15 (20 pts) Marketing Analytics: Evaluating Promotional Spending (10 pts)
13 July 14-20	Advertising, Sales Promotion, and Public Relations	Chapter 16	Chapter 16 (10) Chapter 16 Assignment (10 pts) Quiz 16 (20 pts) Marketing Analytics: Selecting Advertising Media (10 pts)
14 July 21-27	Using Social Media and Mobile Marketing	Chapter 17	Chapter 17 (10) Chapter 17 Assignment (10 pts) Quiz 17 (20 pts)
15 July 28-Aug.3	Personal Selling and Sales Management	Chapter 18	Chapter 18 (10) Chapter 18 Assignment (10 pts) Quiz 18 (20 pts) Marketing Analytics: Evaluating Sales Force Performance (10 pts)

While the syllabus provides a good overview of the Managerial Marketing/Introduction to Marketing course (MKT 300/327 Summer 2025) ¹, including its objectives ^{2,222}, materials ³, grading ⁴, and schedule ⁵, it only briefly mentions a "trip to Europe" ⁶ and "meet with European businesspeople" ⁷. To truly enrich this class, particularly with a study abroad component to Budapest, Ljubljana, and Munich, I can suggest several ways to connect the course content to these specific locations:

Here are some ways to enrich the class, focusing on the study abroad locations:

- **Pre-Departure Research and Presentations:**
 - **Country-Specific Marketing Environments:** Assign students to research the marketing environment (economic, political, cultural, technological) of Hungary, Slovenia, and Germany. This aligns with the "Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility" chapter (Chapter 3) ⁸. Students could present their findings before the trip, focusing on how these factors impact marketing decisions in each country.
 - **Local Industries and Companies:** Have students identify key industries and notable companies in Budapest, Ljubljana, and Munich. For example, in Munich,

- the automotive industry (BMW, Audi) and brewing are significant. In Budapest, the tech sector and tourism are growing. In Ljubljana, eco-tourism and specific manufacturing might be relevant. This connects to "Developing Successful Organizational and Marketing Strategies" (Chapter 2)⁹.
- **Consumer Behavior in Europe:** Encourage research into consumer behavior patterns in Central Europe versus Western Europe, and specifically within these three countries. This ties directly to "Understanding Consumer Behavior" (Chapter 4)¹⁰. Students could look into cultural nuances, purchasing habits, and brand loyalties.
 - **On-Site Engagement and Application:**
 - **Guest Speakers from Diverse Businesses:** Beyond just meeting "European businesspeople"¹¹, try to arrange speakers from a variety of industries (e.g., a startup in Budapest, a traditional manufacturer in Munich, a tourism company in Ljubljana). This offers real-world perspectives on "formulating and implementing marketing management strategies and policies"¹².
 - **Marketing Mix Analysis of Local Businesses:** While on site, task students with analyzing the marketing mix (product, price, place, promotion) of specific businesses they encounter.
 - ♣ **Product/Service:** How do local products and services differ from those in the US? (e.g., traditional Hungarian foods, Slovenian crafts, German engineering). This relates to "Developing New Products and Services" (Chapter 9)¹³ and "Managing Successful Products, Services, and Brands" (Chapter 10)¹⁴.
 - ♣ **Pricing Strategies:** Observe pricing strategies in different retail environments (e.g., local markets vs. international chains). This ties into "Pricing Products and Services" (Chapter 11)¹⁵.
 - ♣ **Distribution Channels:** Analyze how goods are distributed (e.g., small local shops, large supermarkets, online). This connects to "Managing Marketing Channels and Supply Chains" (Chapter 12)¹⁶ and "Retailing and Wholesaling" (Chapter 13)¹⁷.
 - ♣ **Promotional Activities:** Pay attention to advertising, sales promotions, and public relations campaigns. Are there cultural differences in how companies promote their offerings? This aligns with "Integrated Marketing Communications and Direct Marketing" (Chapter 15)¹⁸ and "Advertising, Sales Promotion, and Public Relations" (Chapter 16)¹⁹.
 - **Market Segmentation, Targeting, and Positioning in Practice:** Have students observe how different businesses segment, target, and position their products or services for local or international consumers. This directly applies concepts from "Market Segmentation, Targeting, and Positioning" (Chapter 8)²⁰.
 - **Ethical and Social Responsibility Dilemmas:** Encourage students to look for examples of ethical or social responsibility issues faced by companies in the region. For example, how do companies address sustainability or labor practices? This reinforces "Ethical Behavior, and Social Responsibility" (Chapter 3)²¹.
 - **Post-Trip Reflection and Integration:**
 - **Comparative Marketing Analysis Project:** Students could complete a project comparing and contrasting marketing strategies of companies in the US with those in one of the European countries visited. This would integrate knowledge from various chapters.
 - **Case Studies from European Companies:** If possible, use case studies of European companies (even if not specifically from these three countries, general European cases would be valuable) to discuss concepts learned.
 - **Reflective Journals/Blogs:** Have students maintain a daily journal or blog during the trip, reflecting on their observations and how they relate to the course material. This could be a good way to assess their "understanding of fundamental marketing principles and theories as they apply to international and domestic marketing"²².
 - **Guest Lecture on International Marketing Challenges:** Invite a guest speaker with experience in international marketing to discuss the unique challenges and opportunities of marketing in Europe.

By incorporating these specific activities and points of focus, the study abroad experience can move beyond just a trip and become an integral, enriching component of the MKT 300/327 course.