Managerial Marketing/Introduction to Marketing
MKT 300/327, Summer 2019

"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)

INSTRUCTOR: Dr. Richard A. Spreng
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WEB PAGE: D2L

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.

Materials

The book for this course is Marketing: The Core, 7th Ed. ISBN: 978-1-259-71236-4.

I cannot emphasize enough the importance of reading the text book. Since we will not have lecture sessions to transmit knowledge, you must read the text book.

Grading

(1)   Chapter Quizzes (185 Points): There will be an online quiz over each chapter. 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. Note that the quizzes are timed, so you will need to have read the book before starting the quiz.

(2)   Cases (140 Points): Seven cases will be assigned during the semester, and each is worth 20 points. Cases should be put into the drop box on D2L, and should generally be about two pages (double spaced) in length. At the end of each case is a series of questions that you should answer.

(3)   Final Paper (100 Points): A final paper will be due by August 15, 2019 that integrates what you have learned about Marketing while in China. To structure this paper, you may want to utilize some of the textbook chapters as topics. For example, Chapter 5 deals Consumer Behavior; so you could write about the differences and similarities between China and the US in terms of consumer behavior. Chapter 8 deals with Marketing Research; you could write about how marketing research is different in China versus the US. And so on. The paper should be at least 20 pages, double spaced. Be sure to have some type of clear organizational structure, and divide your paper into sections based on this structure.

Grading Summary

Quizzes	185
Cases	140
Final Paper	100
Total points	425

Class Schedule

Topic	Reading	Assignment
Customer Relationships	Chapter 1	
Marketing Strategies	Chapter 2	
Scanning the Environment; Ethics, SR	Chapter 3	Case 1: Case 3, Toyota, P. 89
Consumer Behavior	Chapter 4	Case 2: Case 5, Trek, P. 138
Organizations as Customers	Chapter 5	
Hill, International Business	Chapter 3, on D2L	
Global Consumers and Markets	Chapter 6	
Marketing Research	Chapter 7	Case 3: Case 8, Prince Sports, P. 223
Market Segmentation	Chapter 8	Case 4: Case 9, GoPro, P. 253
New Products	Chapter 9	
Managing Products	Chapter 10	
Pricing	Chapter 11	Case 5: Case 12, Amazon, P. 337
Integrated Marketing Communications	Chapter 14	
Advertising, Sales Promotion, PR	Chapter 15	Case 6: Case 16, StuffDOT, P. 447
Using Social Media and Mobile Marketing	Chapter 16	
Personal Selling	Chapter 17	Case 7: Case 17, Xerox, P. 476
Interactive and Multichannel	Chapter 18	

MKT 302, Section 750, Marketing in China
Consumer Behavior

"At the heart of marketing's equations of process and outcomes are models of consumer behavior. Understanding the household consumer (and the industrial customer) is the starting point for all marketing planning and action. The marketing philosophy has been defined as seeing our products and services through the eyes of the customer." Lilien, Kotler, and Moorthy *Marketing Engineering*

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Course Description: This course is an introduction to consumer behavior, and is appropriate for students in marketing, advertising, and other business disciplines. This course will be taught online from May 1 to August 15, including a trip to China. Course materials will be on D2L, and you may move at your own pace through the online component of the course.

Objectives: Business firms are increasingly concerned with being customer oriented. In this course we will apply behavioral science research to the field of marketing. Research by psychologists, social psychologists, sociologists, cultural anthropologists, and other behavioral scientists is used to help solve marketing problems. The material covered in this course should be relevant to careers in brand management, advertising, retailing, and marketing research. This course is designed to:

- provide an overview of the theories and models that will help you understand consumer buyer behavior,

- provide exposure to the various research tools that organizations use to listen to the voice of the customer,

- develop the ability to use this information in formulating marketing strategies, and

- apply basic concepts of consumer behavior to China.

Materials: The book we will use is *Consumer Behavior, Building Marketing Strategy* 12th edition, by Hawkins and Mothersbaugh, McGraw-Hill Irwin. There is a newer edition, but the cost of the 12th edition is much less. All the exercises make reference to the 12th edition.

http://www.chegg.com/textbooks/consumer-behavior-12th-edition-9780073530048-0073530042

I cannot emphasize enough the importance of reading the text book. Since we will not have lecture sessions to transmit knowledge, you must read the text book. Consumer behavior is foundational to many areas of marketing, including advertising, retailing, marketing strategy, and marketing research. You will be putting yourself at a disadvantage for your other marketing courses if you do not have a thorough understanding of consumer behavior, and this will come from reading the text.

Grading: (1) Chapter quizzes (185 points): There will be an online quiz over each chapter. These quizzes are open book and worth 10 points each. We will also read a chapter from Global Business Today, and the quiz on this chapter will be 25 questions, worth 25 points. My strong recommendation is to read the chapter through, and then take the quiz, looking up answers in the text.

    (3) Exercises (130 points): There will be 11 exercises, worth 10 to 20 points each. These assignments will involve a variety of application oriented exercises.

    (3) Final Paper (100 points): A final paper will be due by August 15 that integrates what you have learned about Chinese consumer behavior compared to US consumer behavior.   To structure this paper, you may want to utilize the textbook chapter as topics. For example, Chapter 3 deals with values; how are the values of Chinese consumers similar and different from the values of US consumers. Chapter 4 deals demographics; how are the demographics of Chinese society similar and different from the demographics of US Society? And so on. The paper should be at least 20 pages, double spaced.

Grading Summary

Quizzes	185
Exercises	130
Final Paper	100
Total	415

Organization: The course is organized around two principles.

    (1)   *First*, you must acquire tools that can be used in conducting customer analyses. This means that knowledge such as facts, terminology, concepts and theories must be acquired. The textbook is the major resource for acquiring knowledge.

    (2)   *Second*, you must develop competencies in doing customer analysis. That is, the knowledge acquired has to be applied to actual analysis. The vehicles for developing competencies are the exercises and the final paper.

Tentative Schedule

Topic	Reading	Assignment
Introduction to consumer behavior	Chapter 1	
External Influences on Consumer Behavior		
Cross-Cultural Variations	Chapter 2	Exercise 1: Application Activity 44, p. 71. Modify the question to "two students from China." If you are a native Chinese (born in China) interview two students from the US. (20 points)
Values	Chapter 3	Exercise 2: Figure 3-1 shows American Values. Choose one value from each of the three sets and compare Americans and Chinese on this value. How are they similar and how are they different? (10 points)
Culture	*Global Business Today,* Chapter 3, Differences in Culture	Chapter is on D2L Note: Quiz is 25 points.
Demographics	Chapter 4	Exercise 3: Compare the US and China on the following demographic characteristics: Population size, age distribution, income distribution, education, social stratification. (10 points)
Subcultures	Chapter 5	Exercise 4: Application Activities 43, P. 190 (10 points)
Families and Households	Chapter 6	Exercise 5: Discussion question 32, p. 223. (10 points)
Group Influences	Chapter 7	Exercise 6: Use Table 7-3, p. 248 to analyze the adoption of BMW cars in China (Case 2-1, p. 256). For each of the 10 Diffusion determinants, identify whether this factor is likely to be an inhibitor of diffusion in China, and strategies to enhance diffusion. Create a table like Table 7-3. (20 pts)
Internal Influences on Consumer Behavior		
Perception	Chapter 8	Exercise 7: Application Activity 39, p. 304. Find 3 ads that use stimulus factors. For each ad identify which stimulus factor is being used. Submit the ads with your analysis electronically in a PowerPoint Presentation. (10 pts)
Learning, Memory, Product Positioning	Chapter 9	
Motivation, Personality, Emotion	Chapter 10	Exercise 8: Using the Brand Personality framework in Figure 10-2, p. 367, find an ad seems to be communicating each of the 5 brand personalities. For each ad, identify the brand personality. Submit your ads electronically in a PowerPoint Presentation. (10 pts)
Attitudes	Chapter 11	
Self-Concept and Lifestyle	Chapter 12	Exercise 9: VALS Exercise (See D2L for details) http://www.strategicbusinessinsights.com/vals/academics.shtml (10 pts)
Consumer Decision Processes		
Problem Recognition	Chapter 14	
Information Search	Chapter 15	

Alternative Evaluation and Selection	Chapter 16	Exercise 10: Discussion question 31, p. 591. (10 pts.)
Post-Purchase Processes	Chapter 18	Exercise 11: Application Activity 49, P. 666 (10 pts.) Note: interview 2 students. Compare your results to the Asia Miles Loyalty program.

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Introduction to International Business
MKT 310, Summer 2019

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Course Description

In today's global economy, business people 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 China.

This course will be taught online from May 1 to August 15, including our trip to China. During the online portion most of the basic content of the course will be covered. This will allow more time in China to meet with Chinese business people, learn about marketing in China, and gain a better understanding of doing business in China. Course materials will be on D2L, and you may move at your own pace through the online component of the course.

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 economies 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 system are not supportive of basic human rights.

Materials

The book we will use is Hill, Charles W. L. and G. Tomas M. Hult, <u>Global Business Today11th ed.,</u> McGraw Hill, 2020.

I cannot emphasize enough the importance of reading the text book. Since we will not have lecture sessions to transmit knowledge, you must read the text book.

Grading

(1) Chapter Quizzes (185 Points): There will be an online quiz over each chapter. These quizzes are open book and worth 10 points each, with the exception of Chapter 3, which has 25 questions, worth 25 points. My strong recommendation is to read the chapter through, and then take the quiz, looking up answers in the text.

(2) Exercises (170 Points): An exercise is assigned for each chapter, and each is worth 10 points. Exercises should be put into the drop box on D2L, and should generally be about a page or two (double spaced) in length.

(3) Final Paper (100 Points): A final paper will be due by August 15 that integrates what you have learned about international business while in China. To structure this paper, you may want to utilize the textbook chapters as topics. For example, Chapter 2 deals with National Differences in Political, Economic and Legal Systems; what are the differences between China and the US in terms of political or economic, or legal systems? Chapter 4 deals with Differences in Culture; how is the culture different in China versus the US? And so on. The paper should be at least 20 pages, double spaced.

Quizzes	185
Exercises	170
Final Paper	100
Total points	435

Class Schedule

Topic	Reading	Assignment
Globalization	Chapter 1	globalEDGE, Exercise 1, p. 33
National Differences in Political, Economic and Legal Systems	Chapter 2	globalEDGE , Exercise 2, p. 55. Add China to the list of countries to compare.
National Differences in Economic Development	Chapter 3	globalEDGE, Exercise 1, p. 82
Differences In Culture	Chapter 4	globalEDGE, Exercise 2, p. 117, use China instead of the Middle East; the website is: https://www.kwintessential.co.uk/resources-types/guides
Ethics, Corporate SR, and Sustainability	Chapter 5	globalEDGE, Exercise 1, p. 147; compare the four BRIC countries on Workers Rights, Freedom of Association.
International Trade Theory	Chapter 6	Critical Thinking/Discussion Questions, Number 5, p. 177.
Government Policy and International Trade	Chapter 7	Critical Thinking/Discussion Questions, Number 5, p. 209.
Foreign Direct Investment	Chapter 8	globalEDGE, Exercise 1, p. 236
Regional Economic Integration	Chapter 9	Critical Thinking/Discussion Questions, Number 5, p. 267.
The Foreign Exchange Market	Chapter 10	globalEDGE, Exercise 1, p. 291. Answer the question for 1 million Chinese RMB, not yen.
The International Monetary System	Chapter 11	globalEDGE, Exercise 2, p. 318.
The Strategy of International Business	Chapter 12	Critical Thinking/Discussion Questions, Number 4, p. 352.
Entering Developed and Emerging Markets	Chapter 13	globalEDGE, Exercise 2, substitute China for Russia, p. 377.
Exporting, Importing, and Countertrade	Chapter 14	globalEDGE, Exercise 1, p. 404.
Global Production and SCM	Chapter 15	Critical Thinking/Discussion Questions, Number 4, p. 433.
Global Marketing and Business Analytics	Chapter 16	globalEDGE, Exercise 2, p. 469.
Global Human Resource Management	Chapter 17	Critical Thinking/Discussion Questions, Number 5, p. 497.

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MATERIALS:	The following textbook is required for the course (SEE DIRECTIONS BELOW):
	Title: Marketing Research
	Author: Richard Spreng
	ISBN: `978-1-77330-661-2`
	Copyright Date: 2019
PREREQUISITES:	MKT 300 and MKT 317

Objectives

In God we trust, all others bring data." This quote by W. Edwards Deming exemplifies modern management's orientation toward making data-driven decisions.

This is a state-of-the-art course on Marketing Research. It attempts to impart a basic understanding of the various marketing research techniques currently employed by major corporations as well as small and medium enterprises in the U.S. and abroad. The course has a strong applied and managerial orientation that is relevant to the current marketing and management environment.

This is a required course for marketing majors at most universities in the US. While relatively few marketing majors will pursue marketing research as a career, almost all marketing professionals will be users of marketing research. For that reason, every marketing professional should have a good knowledge base of marketing research so that they can be savvy users of research.

After taking this course, you should be able to demonstrate a good understanding of marketing research concepts, and apply them to address real-life marketing situations. Specifically, you will be able to:

- translate a marketing problem into a feasible research question;
- utilize the marketing research process;
- evaluate the strengths and weaknesses of alternative research designs;
- identify the sources of marketing information and the various means for gathering such information;
- identify the biases and limitations of marketing data and basic data analysis;
- utilize univariate and basic bivariate data analysis techniques (i.e., you will be able to decide when a technique is appropriate and understand the managerial implications of analytical results);
- design and execute a basic survey research project;
- utilize SPSS to analyze data.

Organization

The course is organized around the following two principles.

(1) <u>First,</u> knowledge such as facts, terminology, concepts and methods has to be acquired. The textbook is the major resource for acquiring knowledge.

(2) <u>Second,</u> the knowledge acquired has to be applied (learning through doing). The vehicle for enhancing applied knowledge are the exercises.

Materials

We will be using Top Hat for this class. While you may have used Top Hat as an in-class response system, Top Hat also has online textbook and quizzing functionality. We will be using an online textbook for the course. As a part of the textbook, there are embedded questions within each chapter. Some of these questions are graded for correctness, some are graded for participation, and some are graded for both correctness and participation. In addition, on Top Hat are quizzes over each chapter.

Grading

(1) Quizzes (approximately 100 points): A quiz over each chapter, each worth 5 to 10 points. These quizzes are open book, and appear in Top Hat. **NOTE: There is a due date for each quiz – make sure you complete the quiz before the due date! After the due date the chapter will close.**

(2) Exercises (220 points): Each exercise is worth 10 to 20 points, and there will be 16 exercises. These are individual assignments; that is, while you may work with other students, you must complete each exercise on your own. Exercises are submitted into drop boxes on D2L.

(3) Textbook Points (approximately 75 points): Embedded into each chapter are points for answering questions within the textbook. To get these points, you have to read the chapter and answer the questions. **NOTE: There is a due date for each chapter – make sure you complete the chapter before the due date! After the due date the chapter will close.**

(3) Final Paper (25 points): You will write a paper on our experiences with market research firms in China, at least 5 pages, double spaced; due Sept. 15.

Grading Summary

Quizzes	200
Exercises	220
Textbook points	100
Final Paper	50
Total points	590

Grading Scale	
90 – 100% = 4.0	70 – 74% = 2.0
85 – 89% = 3.5	65 – 69% = 1.5
80 – 84% = 3.0	60 – 64% = 1.0
75 – 79% = 2.5	< 60% = 0.0

Class Schedule

Topic	Assignment	Due Date
Introduction to Marketing Research	Chapter 1 Exercise 1: go to quirks.com, find an article about market research that you find interesting, and write a one paragraph description of the article.(10 pts)	July 29
The Marketing Research Process	Chapter 2 Exercise 2: Go to: quirks.com, hover over Companies, select SourceBook – All Research Firms, Geographic Search, MI, Detroit Pick a supplier research firm, go to their website and identify one of EACH of the following: • An industry in which they are expert • A research technique they use • A type of research they conduct Put the above information into a Word document and submit to the drop box on D2L. (10 pts)	July 29
The Problem Definition	Chapter 3 Exercise 3: See Real World Application at the end of Chapter 3. Based on the scenario given, identify a management decision problem, and two marketing research questions for that management decision problem. Submit Word document to drop box on D2L. (10 pts)	July 29
Research Design	Chapter 4	Aug. 5
Exploratory Research: Secondary and Syndicated Data	Chapter 5 Exercise 4: Simmons OneView (see assignment in Simmons folder in D2L). Since we will not have class sessions to demonstrate how to use Simmons OneView, I have posted three videos on D2L. The first two are by Simmons and provide a brief overview, and the third one is created by someone at another university that will walk you through the process of using Simmons. (10 pts)	Aug. 5
Exploratory Research: Qualitative Research I	Chapter 6	Aug. 12
Exploratory Research: Qualitative Research II	Chapter 7	Aug. 12
Exploratory Research: Observation Research I	Chapter 8 Exercise 5: Go to http://www.tobiipro.com/services/advertising/ and watch the video on this page. Write a one paragraph summary of this type of research. (10 pts)	Aug. 19
Exploratory Research: Observation Research II	Chapter 9	Aug. 19
Descriptive Research: Measurement and Scaling	Chapter 10 Exercise 6: Click on this link: https://msu.co1.qualtrics.com/jfe/form/SV_6QjO5t6FeQQYsip Open the survey and for each question, answer the survey question (that is, answer the question as if you were a survey respondent), then use the next questions to identify the level of measurement type and the question type. (10 pts)	Aug. 26
Descriptive Research: Questionnaire Design I	Chapter 11	Aug. 26
Descriptive Research: Questionnaire Design II	Chapter 12 Exercise 8: (10 pts)	Sept. 2
Causal Research: Experimentation	Chapter 13 Exercise 7: Go to this link: http://blog.optimizely.com/2010/11/29/how-obama-raised-60-million-by-running-a-simple-experiment/ and identify the dependent variable and the two independent variables in this example of an experiment. Put your answers in a Word document and submit to the Drop box on D2L. (10 pts)	Sept. 2
Sample Design and Sample Size	Chapter 14 Exercise 8: Sampling Exercise. Use the document on D2L to calculate the sample sizes needed. Be sure to show your work. (10 pts)	Sept. 9
Online Panels and Communities	Chapter 15	Sept. 9
Basic Data Analysis	Intro to SPSS: See Video "SPSS Introduction_1" on D2L Exercise 9: Basic data manipulation: See assignment on D2L(20 pts)	Sept. 16
Marketing Research in Practice: Forecasting	Exercise 10, Forecasting: correction for seasonality and simple regression: (20 pts) See video "Correction for Seasonality" on D2L. Data set shown in video is in the Data Files folder on D2L.	Sept. 16
Marketing Research in Practice: Forecasting	Exercise 11, Forecasting: multiple regression using Excel; (20 pts) See video "Forecasting multiple regression" on D2L. Data set shown in video is in the Data Files folder on D2L.	Sept. 16

INSTRUCTIONS FOR GETTING THE TEXT BOOK

We will be using the custom-built interactive Top Hat Textbook Marketing Research for this class.

You can visit the Top Hat Overview (https://success.tophat.com/s/article/Student-Top-Hat-Overview-and-Getting-Started-Guide) within the Top Hat Success Center which outlines how you will register for a Top Hat account, as well as providing a brief overview to get you up and running on the system.

An email invitation will be sent to you by email, but if don't receive this email, you can register by simply visiting our course website: https://app.tophat.com/e/998893/
Note: our Course Join Code is 998893.

Your textbook will be applied at checkout.

Should you require assistance with Top Hat at any time, due to the fact that they require specific user information to troubleshoot these issues, please contact their Support Team directly by way of email (support@tophat.com), the in app support button, or by calling 1-888-663-5491.

SALES MANAGEMENT
MKT 383, Summer 2019

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Course Description

One of the most important, and expensive, components of the marketing program for most firms is the personal selling function. This course will provide a complete review of the management of personal selling. This course will be taught online from May 1 to August 16, including a trip to China. The online portion will allow more time in China to meet with Chinese business people, learn about marketing in China, and gain a better understanding of sales in China. Course materials will be on D2L, and you may move at your own pace through the online component of the course.

Objectives

        The objectives of this course are to:

        (1) provide a brief overview of personal selling;
        (2) provide an understanding of the principles of sales management;
        (3) develop the ability to apply these principles to sales management problems;
        (4) develop analytical and decision making skills;

Materials

The book we will use is Churchill, Ford, Walker, Johnston, Marshall, *Sales Force Management*, 10th ed., Irwin, McGraw-Hill. This is available for a pretty low price on Amazon:
http://www.amazon.com/Sales-Force-Management-Mark-Johnston/dp/0073404853/

I cannot emphasize enough the importance of reading the text book. Since we will not have lecture sessions to transmit knowledge, you must read the text book. The sales function is the most expensive marketing program for most firms, and a thorough understanding of its management is important for every business person.

Grading

(1) Chapter Quizzes (135 Points): There will be an online quiz over each chapter. These quizzes are open book and worth 10 points each. We will also read a chapter from Global Business Today, and the quiz on this chapter will be 25 questions, worth 25 points. My strong recommendation is to read the chapter through, and then take the quiz, looking up answers in the text.

(2) Case Analyses (125 Points): There will be 5 cases, worth 25 points each. Three of these cases are on D2L, and two are in the textbook.

(3) Final Paper (100 Points): A final paper will be due by August 16 that integrates what you have learned about sales in China compared to the US.   To structure this paper, you may want to utilize the textbook chapter as topics. For example, Chapter 2 deals with the process of Selling and Buying: is this process the same in China as it is in the US? Chapter 3 deals with customer relationship management; how is this different in China versus the US? And so on. The paper should be at least 15 pages, double spaced.

        Quizzes   135

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Cases                    125
Final Paper              100
Total points             360
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Organization: The course is organized around two principles.

(1) *First*, you must acquire tools that can be used in sales management. This means that knowledge such as facts, terminology, concepts and theories must be acquired. The textbook is the major resource for acquiring knowledge.

(2) *Second*, you must develop competencies in sales management. That is, the knowledge acquired has to be applied to actual sales management problems. The vehicles for developing competencies are the cases and the final paper.

Class Requirements

Topic	Assignment
Introduction to Sales Management	Chapter 1
Personal Selling	Chapter 2
Customer Orientation – CRM	Chapter 3
Cultural Differences	*Global Business Today,* Chapter 3, Differences in Culture
Case 1: Royal	On D2L
Organizing the Sales Effort	Chapter 4
Case 2: Mediquip	On D2L
Sales Force Deployment and Forecasting	Chapter 5
Case 3: Springfield Interiors	On D2L
Motivation	Chapter 7
Salesperson Selection	Chapter 8
Training	Chapter 10
Compensation	Chapter 11
Evaluating Performance	Chapter 12
Case 4: Hanover-Bates Chemical Corp.; data are in a spread sheet on D2L	Book P. 460
Cost Analysis	Chapter 13
Case 5: Wentworth	Book P. 448

ANALYZING CASES

Cases should be analyzed in the following way:

Section 1: Situation analysis

This section lays out the problem in the case. A clear problem statement is critical. This problem statement should be one or two sentences. Then, discuss the basic facts of the case – e.g., what are the symptoms of the problem, who are the key players, are there constrains that must be kept in mind, etc. This section should be 1 page.

Section 2: Alternatives and Evaluation of Alternatives

In this section you will identify all the alternatives and evaluate them. If the case does not deal with specific alternatives, try to identify a model or framework of some kind that can provide structure to the problem. This section should be 1 to 2 pages.

Section 3: Recommendation

This section will provide a clear recommendation, supported by your analysis in Section 2. This section should be 1 to 1.5 pages.

Reports should be double spaced.

MKT 491 Introduction to China (1 Credit)

Introduction

While this is my 8th study abroad trip to China, I am very excited about this trip. On the trip this year we will have 21 students: 15 US students, and 8 Chinese students. We will have the opportunity to learn a great deal from each other, but only if we all make an effort to do so. It will be easy to find a comfort zone with classmates who are "like" us, but to do so will mean missing this opportunity. For US students, this will perhaps be your best opportunity to develop a relationship with someone from China, and for Chinese students, this will be an opportunity to get to know US students in a way that doesn't often happen, even though you are studying at MSU. So, as a part of this course we will have some activities that will help us to get to know each other at a deeper level.

While you can work on your other courses after we return from China, *the material in this course should be completed before we leave*.

Objective

The objective of this course is to prepare students for a study abroad experience in China. Before arriving in China, it is helpful for students to have a basic understanding of:

- Common business practices in China
- Current political structure and leadership
- Cultural factors that influence business practices
- Historical factors that influence culture and business practices

Course Materials:

Required

- Study Abroad Orientation on Desire2Learn.
- http://globaledge.msu.edu/Countries/China/resources
- *China in the 21st Century: What Everyone Need to Know*, 3rd ed., Jeffrey N. Wasserstrom and Maura Cunningham, 2018
- *The 1 Hour China Book*, Jonathan Woetzel and Jeffrey Towson (2017 Edition), 2014

Optional

The following are optional books that will help you develop a deeper understanding of China:

On China, Henry Kissinger

The Search for Modern China, Jonathan Spence

Does the 21st Century Belong to China? (PDF on D2L)

Books by Peter Hessler (*River Town*, *Oracle Bones*, and *Country Driving*). For business students traveling in China, *Country Driving* is a great book.

Age of Ambition, Evan Osnos.

The China History Podcast by Laszlo Montgomery available on Spotify, iTunes, Youtube, and others.

Grading

Grading will be based on the following:

1. Quizzes: There are four quizzes on Desire2Learn covering the Global Edge Material and the readings, and there are three quizzes on the Study Abroad D2L site the Study Abroad Pre-Departure Orientation, for a total of 7 quizzes, and 162 points.
2. For each company visit you must submit the following. Each company visit is worth 15 points.
    a. Before the visit, submit a one paragraph description on the company (what they do, where they operate, etc.) (5 points)
    b. Before the visit, submit at least 2 questions to ask during visit (there will usually not be time for all questions to be asked in our visits) (5 points)
    c. After the visit, submit a paragraph report on what you learned on the visit; to be shared with the rest of the class. (5 points)
3. Classmate Interviews: Interview, face-to-face, 3 others who are going on the trip. At least one of these students must be from another culture than yours. For each interview, fill out the table below and submit in the dropbox on D2L.

What is your name, and do you have a nickname?	
Do you have any brothers or sisters? If so, what are their ages and genders?	
Why did you choose MSU?	
What is your major, and why did you choose it?	
What are three things you like to do?	
How do you think US and Chinese students differ?	

Course Requirements

Reading	Assignment
Study Abroad Orientation. Read the material and take the quizzes. Note that you must complete these quizzes **BEFORE** we leave for China.	Planning Ahead Quiz (13 points) The Final Countdown Quiz (12 Points) While Abroad (14 Points)
http://globaledge.msu.edu/Countries/China/resources "Doing Business in China" presentation. **Complete before leaving.**	Quiz 4 (20 Points)
China in the 21st Century, Chpts 1 to 3 **Complete before leaving.**	Quiz 5 (20 Points)
China in the 21st Century, Chpts 4 and 6 **Complete before leaving.**	Quiz 6 (20 Points)
1 Hour China Book **Complete before leaving.**	Quiz 7 (25 Points)
10 Company visits **Complete while in China.**	15 points each (150 points)
3 Classmate Interviews **Complete while in China.**	5 points (15 points)

MKT 491 Introduction to China (3 Credits)

Introduction

While this is my 8th study abroad trip to China, I am very excited about this trip. On the trip this year we will have 21 students: 15 US students, and 8 Chinese students. We will have the opportunity to learn a great deal from each other, but only if we all make an effort to do so. It will be easy to find a comfort zone with classmates who are "like" us, but to do so will mean missing this opportunity. For US students, this will perhaps be your best opportunity to develop a relationship with someone from China, and for Chinese students, this will be an opportunity to get to know US students in a way that doesn't often happen, even though you are studying at MSU. So, as a part of this course we will have some activities that will help us to get to know each other at a deeper level.

While you can work on your other courses after we return from China, *some of the material in this course needs to be completed before we leave*.

Objective

The objective of this course is to prepare students for a study abroad experience in China. Before arriving in China, it is helpful for students to have a basic understanding of:

- Common business practices in China
- Current political structure and leadership
- Cultural factors that influence business practices
- Historical factors that influence culture and business practices

Course Materials:

Required

- Study Abroad Orientation on Desire2Learn.
- http://globaledge.msu.edu/Countries/China/resources
- *China in the 21st Century: What Everyone Need to Know, 3rd ed., Jeffrey N. Wasserstrom and Maura Cunningham, 2018*
- *The 1 Hour China Book*, Jonathan Woetzel and Jeffrey Towson, 2014
- *The 1 Hour China Consumer Book*, Jonathan Woetzel and Jeffrey Towson, 2015
- *The Hundred-Year Marathon: China's Secret Strategy to Replace America as the Global Superpower*, Michael Pillsbury, 2016
- *Country Driving* by Peter Hessler, 2011.

Grading

Grading will be based on the following:

1. Quizzes: There are eight quizzes on D2L covering the Education Abroad material and the readings.
2. For each company visit you must submit the following. Each company visit is worth 15 points.
    a. Before the visit, submit a one paragraph description on the company (what they do, where they operate, etc.) (5 points)
    b. Before the visit, submit at least 2 questions to ask during visit (there will usually not be time for all questions to be asked in our visits) (5 points)
    c. After the visit, submit a paragraph report on what you learned on the visit; to be shared with the rest of the class. (5 points)
3. Classmate Interviews: Interview, face-to-face, 3 others who are going on the trip. At least one of these students must be from another culture than yours. For each interview, fill out the table below and submit in the dropbox on D2L.

What is your name, and do you have a nickname?	
Do you have any brothers or sisters? If so, what are their ages and genders?	
Why did you choose MSU?	
What is your major, and why did you choose it?	
What are three things you like to do?	
How do you think US and Chinese students differ?	

4. PowerPoint presentation, delivered to the class, summarizing the book *The Hundred-Year Marathon: China's Secret Strategy to Replace America as the Global Superpower*, Michael Pillsbury, 2016.
5. PowerPoint presentation, delivered to the class, summarizing the book *Country Driving* by Peter Hessler, 2011.
6. Final reflective paper, integrating what you have learned from the readings in this course, the other courses you have taken on this trip, and your experiences in China.

Course Requirements

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China in the 21st Century, Chpts 4 and 6 **Complete before leaving.**	Quiz 6 (20 Points)
1 Hour China Book **Complete before leaving.**	Quiz 7 (25 Points)
The Hundred-Year Marathon **Complete before leaving.**	PowerPoint presentation, presented on trip.
Country Driving **Complete before leaving**	PowerPoint presentation, presented on trip.
10 Company visits **Complete while in China.**	15 points each (150 points)
3 Classmate Interviews **Complete while in China.**	5 points (15 points)
Integrative Paper **Complete after returning from China.**	