

# MGT 4335: INTERNATIONAL MARKETING

Scheller College of Business  
Georgia Institute of Technology  
Mon & Wed 2:00-3:15; GTST258

Fall 2026

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## COURSE OVERVIEW

International Marketing is essential for businesses to survive in the global marketplace. Not taking international marketing seriously could lead to the business problems and failure in their overseas markets. However, with the right understanding of the foreign customer and the right marketing tools, the international marketer can avoid failure in such a dynamic environment. Students will obtain an understanding of marketing across national borders and cultures. The differences and similarities throughout the marketing functions are explored.

## COURSE OBJECTIVES

The objectives of this course are (1) to introduce the student to an understanding of the environmental factors affecting international marketing and the similarities and differences versus domestic marketing, (2) to provide the knowledge and skills needed for the administration of the international marketing function, and (3) to introduce and evaluate the impact of recent environmental changes on multiple levels, on international business and the various marketing elements.

## TEXT

Cateora, Money Gilly, and Graham, *International Marketing, 19th Edition*, New York: McGraw-Hill, 2024. (*McGraw-Hill Connect edition option available*)

## EVALUATION

		Points/percent	Grade
Quizzes (6)	300	537-600/90-100	= A
Team Project	200	477-536/80-89	= B
Attendance/Participation	100	417-476/70-79	= C
		357-416/60-69	= D/S
TOTAL:	<u>600</u> points	356/59 & below	= F/U

Bonus Applied Assignments (5/6) 50/60 points

## COURSE FORMAT

**Class Sessions:** class/text material slides will be posted on Canvas. It is each student's responsibility to attend class, review the material, read the corresponding text chapters and take notes. **Class content may also cover material that is not included in the textbook. Conversely, not all textbook content and/or corresponding slides will be covered in class. Additionally, in class material is designed to augment and enhance the text content.** Nevertheless, even if not discussed, slides can serve as a study guide for text material as well.

**Test Quizzes:** Quizzes consist of 25 multiple choice and/or fill-in-the-blank questions, covering the chapters/material indicated in the syllabus. While building on any previous quiz material, the quizzes are not cumulative.

We will follow the structure of the textbook. While some questions are related to material that is only discussed in-class, other questions may not be covered in the classroom and are from the textbook only. Therefore, be sure to read the assigned chapters as well as attend class.

**Team Project:** The class team project will involve introducing and marketing a new brand/product to a foreign market, to include drafting and presenting an international marketing plan to include foreign market analysis, entry and strategic marketing and marketing mix development and implementation (details to follow).

**Class Attendance/Participation:**

Class attendance/participation is based on classroom attendance, any graded discussion participation and submission of project peer evaluations.

**Optional Applied Assignments:** The optional Applied Assignments involve submitting assignments designed to apply international marketing concepts/topics (details to follow).

**CLASS POLICIES**

**Tests/Quizzes:** Students are expected to take all tests/quizzes **as scheduled**. If a quiz is missed, for only **FULLY DOCUMENTED (by the Office of the Dean of Students) EXTENUATING ACCEPTABLE REASONS** (illness, death in the immediate family, official tech business) will a make-up quiz and/or comprehensive exam be considered. Grades are NOT curved.

**Submitted Material:** *Students should keep a duplicate copy or file of all material submitted. All submissions must be typed.*

**Excused Late Assignment Submissions:** for only **FULLY DOCUMENTED (by the professor) EXTENUATING ACCEPTABLE REASONS** (illness, death in the immediate family, official tech business) will late submissions be excused. **Documentation and request form should be used and attached to any late submission.**

**Group Evaluations:** Subject to mandatory peer evaluations.

**Classroom Policy:**

- NO CELLPHONE ACTIVITY**
- NO LAPTOP/TABLET USAGE**
- NO EATING/DRINKING**
- NO DRESS CODE**

**ADMINISTRATIVE POLICIES**

1. Students who violate the Georgia Tech Honor Code with academic dishonesty are subject to disciplinary penalties including the possibility of failure in the course and dismissal from the university. Since dishonesty harms the individual, fellow students and the integrity of the university, policies on academic dishonesty will be strictly enforced.
  - a. Plagiarizing is defined by Webster's as "to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the 'source.'" If caught plagiarizing, you will be dealt with according to the GT Academic Honor Code.

- b. Unless specifically identified as group work, quizzes, tests, homework, etc. are to be completed alone.
- c. Cheating off of another person's test or quiz is unethical and unacceptable. Cheating off of anyone else's work is a direct violation of the GT Academic Honor Code, and will be dealt with accordingly.

For any questions involving these or any other Academic Honor Code issues, please consult me or [www.honor.gatech.edu](http://www.honor.gatech.edu).

- 2. If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both me and the ADAPTS –Disability Services Program, Office of Disability Services, Smithgall Student Services Building, Suite 210, 404-894-2563, as early as possible in the term. ADAPTS/ODS will verify your disability and determine reasonable accommodations for this course.
- 3. When calculators are needed for quizzes/exams, no graphic calculators will be allowed. Only the use of simple function calculators will be permitted for quizzes/exams. Calculators on cell phones are also prohibited for quizzes/exams.
- 4. ***Statement of Intent for Classroom Inclusivity:*** As a member of the Georgia Tech community, I am committed to creating a learning environment in which **ALL (tolerance and open-mindedness works both ways)** of my students feel safe and included. Because we are individuals with varying needs, I am reliant on your feedback to achieve this goal. To that end, I invite you to enter into dialogue with me about the things I can stop, start, and continue doing to make my classroom an environment in which every student feels valued and can engage actively in our learning community.  
**The assumption is that we are all adults and are able to handle adult issues with objectivity and maturity.**
- 5. ***Student-Faculty Expectations Agreement:*** At Georgia Tech we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See [this catalog page](#) for an articulation of some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.
- 6. ***Feedback & 'Open Door' Policy:*** I invite constructive suggestions/feedback on any aspects of the course throughout the semester. Also, if you have any issues or problems that get in the way of your success in the course, let me know.

***"All the world is a stage, and all the men and women merely players"*** [William Shakespeare]