

MGT 6335EM: INTERNATIONAL MARKETING

Georgia Institute of Technology

Scheller College of Business

Summer 2026

AO[Weekly/Wednesday]

Professor Francis M. Ulgado, PhD

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OH: at your convenience by appointment

COURSE OBJECTIVES

This course is designed to convey the elements of international marketing strategy management and to assess the impact of changes in the international environment on marketing activities abroad. A practical approach is used (1) to introduce the student to an awareness and understanding of the dynamic 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, (3) to introduce the fundamental question of international marketing and its strategic marketing and marketing strategy implications and (4) to provide the opportunity to utilize international marketing strategy concepts and tools in an applied setting.

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.

TEXT

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

EVALUATION

First Exam	110	A: 450 points and above
Second Exam	110	B: 400-449 points
SmartBook	140	C: 350-399 points
Video/Case Assignments	<u>140</u>	D: 300-349 points
	500 points	F: 299 points and below

COURSE FORMAT

For Summer 2026, This course will have a remote online approach, primarily consisting of weekly prerecorded asynchronous lecture videos which may be watched at your convenience. All assignments, teamwork, exams will be assigned and submitted digitally. Exams will be as scheduled and will use the Honorlock digital proctoring system. This system requires the students to have access to a webcam, microphone, and reliable Internet connection. All administered assessments will be through Canvas.

Lectures: Lecture material videos and text material slides will be posted on Canvas. It is each student's responsibility to view the material, read the corresponding text chapters and take notes. Lecture video content may also cover material that is not included in the textbook. Conversely, not all textbook content will be covered in the videos.

Exams: Exams will be available on Canvas during a four-day window listed in the Course Outline (Starting at midnight and ending at midnight ET). You may choose at what time you complete each exam, but they must be completed before midnight on the last day they are available. You are encouraged not to wait until the last minute to start an exam. Exams are timed and once they are started they must be completed within the time limit.

Exams will cover material learned in readings and asynchronous video lectures. Exams will include multiple choice, true/false, and matching questions.

All exams are closed book, and no notes or formula sheets are allowed. Formulas will sometimes be provided within the exams themselves. The only materials that you can use during exams are scratch paper and a pencil/pen. No physical devices are allowed, including smart devices and handheld calculators. An onscreen calculator will be provided within the exams. You should not access the internet or any other materials, nor communicate with anyone during exams. You may not use artificial intelligence during the exams. No one should discuss the content of the exams with any other student until after the assessment is no longer available. You are welcome to use scratch paper to work through problems during the exam.

Your exams will be proctored online through Honorlock. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You do not need to create an account, download a software application, pay a fee, or schedule an appointment in advance. All that is needed is a computer, a working webcam, a microphone, and a stable internet connection.

To get started, you may need to install Google Chrome and then download the Honorlock Chrome Extension. When you are ready to take your test, you should log into Canvas, go to the course, and click on your exam. Click "Launch Proctoring" to begin the Honorlock authentication process where you will take a picture of yourself, show your ID with a clear photo, and perform a complete scan of your room. Be sure to carefully follow all the instructions provided.

Honorlock records your computer screen and webcam and flags any suspicious activity for our review. If you have technical difficulties during an assessment, then contact Honorlock support immediately.

While building on any previous exam material, the exams are not cumulative. We will follow the structure of the textbook. While some questions are related to material that is only discussed in video lectures, other questions may not be covered in the lectures and are from the textbook only. Therefore, be sure to read the assigned chapters as well as view the videos and Canvas material.

CLASS POLICIES

Exams: Students are expected to take all exams *as scheduled*. For only fully documented extenuating acceptable reasons (accepted by the graduate office) will a makeup exam and/or a comprehensive final be considered. Exam extensions will not be offered except for exams missed because of serious illness, mandatory religious obligations, or other unavoidable circumstances. You are required to contact the professor in advance of the scheduled exam time and to present evidence to verify the reason. Work conflicts, WIFI problems, Canvas related problems, planned vacations, and misunderstandings are NOT considered valid reasons for an extension. Curves are typically not used.

Digital Proctoring: This course will use digital proctoring for all exams. The following are important Honorlock technical requirements:

- Students must have a broadband internet connection
- Students must have a webcam and microphone
- Students must have a secure private location to take an exam
- Students will be asked to provide a picture ID and take a picture of themselves via a webcam as part of the exam process
- Honorlock is not compatible with Linux OS, Virtual Machines, tablets, or smartphones
- Honorlock requires the installation of Google Chrome and the Honorlock Chrome extension

Excused Late Assignment Submissions: For only fully documented (accepted by the professor) extenuating acceptable reasons (illness, death in the immediate family, official tech or work-related business) will late submissions be excused.

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 exam 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.

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 exams, no graphic calculators will be allowed. Only the use of simple function calculators will be permitted for exams. Calculators on cell phones are also prohibited for exams.
4. ***Statement of Intent for Classroom Inclusivity & Appropriate Behavior:*** 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.

You are expected to act in a professional manner throughout the course. Use of derogatory language and any behavior that makes other participants feel uncomfortable will not be tolerated.

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 expectation 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]