Course Change Request

Date Submitted: 02/23/18 3:16 pm

Viewing: **IDIS 445 : International Sales and Marketing**

Last edit: 02/25/18 9:19 am

Changes proposed by: jporter

<table>
<thead>
<tr>
<th>Catalog Pages referencing this course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Engineering Technology and Industrial Distribution</td>
</tr>
<tr>
<td>IDIS - Industrial Distribution (IDIS)</td>
</tr>
</tbody>
</table>

Faculty Senate Number

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jay Porter</td>
<td><a href="mailto:jporter@tamu.edu">jporter@tamu.edu</a></td>
<td>979-845-1459</td>
</tr>
</tbody>
</table>

Rationale for Course

Edit

The proposed changes are part of a routine curriculum review.

Course prefix

IDIS

Course number

445

Department

Eng Tech & Ind Distribution

College/School

College of Engineering

Academic Level

Undergraduate

Undergraduate course level justification (Select One)

Prerequisites

All prerequisites will be enforced through COMPASS.

Academic Level

Graduate

(alternate)

Effective term

2018-2019

Complete Course Title

International Sales and Marketing

Abbreviated Course Title

INTL SALES AND MARKETING

Catalog course description

Principles, cultural aspects of selling in the Latin American market, business-to-business selling environment, and marketing products, services and solutions in Latin America; local/country market analysis, strategic marketing, sales planning, alliances and partnerships, and operational support.

Prerequisites and Restrictions

Junior or senior classification.

Concurrent Enrollment

No

Should catalog prerequisites / concurrent enrollment be enforced?

In Workflow

1. ETID Department Head
2. Curricular Services Review
3. EN Committee Preparer UG
4. EN Committee Chair UG
5. EN College Dean UG
6. UCC Preparer
7. UCC Chair
8. Faculty Senate Preparer
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services
13. Banner

Approval Path

1. 02/23/18 3:17 pm
   Jay Porter (jporter):
   Approved for ETID Department Head
2. 02/25/18 9:19 am
   Sandra Williams (sandra-williams):
   Approved for Curricular Services Review
3. 02/28/18 2:10 pm
   Eileen Hoy (ehoy):
   Approved for EN Committee Preparer UG
4. 03/02/18 9:33 am
   Prasad Enjeti (enjeti):
   Approved for EN Committee Chair UG
5. 03/02/18 9:38 am
   Prasad Enjeti (enjeti):
   Approved for EN College Dean UG
6. 03/05/18 9:07 am
   Sandra Williams (sandra-williams):
   Approved for UCC Preparer
7. 03/09/18 3:33 pm
   Sandra Williams (sandra-williams):
   Approved for UCC Chair
Semester: 3
Credit Hour(s): 3
Contact Hour(s) (per week):
Lecture: 3
Lab: 0
Other: 0
Total: 3

Repeatable for credit?: No
Three-peat?: No
CIP/Fund Code: 5211010016
Default Grade Mode: Letter Grade (G)
Alternate Grade Modes: Satisfactory/Unsatisfactory
Method of instruction: Lecture

Will sections of this course be taught as non-traditional? (i.e., parts of term, distance education): Yes

Learning Outcomes:
Meets traditional face-to-face learning outcomes.

Describe how learning outcomes are met or provide justification why they are not met.
Course is taught as study-abroad but is face-to-face and is designed to have similar contact hours as a traditional course.

Hours:
Meets traditional face-to-face hours.

Describe how hours are met or provide justification why they are not met.
Course is taught as study-abroad but is face-to-face and is designed to have similar contact hours as a traditional course.

Will this course be taught as a distance education course?: No
Is 100% of this course going to be taught in Texas?: No
Will classroom space be needed for this course?: Yes

This will be a required course or an elective course for the following programs:

Required (select program)

Elective (select program)

Has/will this course be(en) submitted for core curriculum consideration?: No
Has/will this course be(en) submitted for Writing or

Program(s)

(BS-IDIS) Industrial Distribution - BS
## Course Syllabus

<table>
<thead>
<tr>
<th>Syllabus:</th>
<th>Upload syllabus</th>
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<tbody>
<tr>
<td></td>
<td><a href="https://nextcatalog.tamu.edu/courseleaf/approve/">IDIS 445 International Sales Marketing Summer 2018 JRP1.pdf</a></td>
</tr>
</tbody>
</table>

| Letters of support or other documentation | No |

| Additional information | This course is only taught as a study abroad course so there is no traditional, face-to-face syllabus available. |

| Reviewer Comments | Sandra Williams (sandra-williams) [03/09/18 3:33 pm]: UCC approved March 9 via e-vote. |

| Reported to state? | No |
IDIS 445 – International Sales & Marketing
Summer 2018

Instructors: Dr. Esther Rodriguez Silva and Dr. F. Barry Lawrence

E-Mail & Contact Info: The best way to contact us is through e-mail: estherrsilva@tamu.edu
barry.lawrence@tamu.edu
Office Phone: 979-845-4984
Office Room: Fermier Hall 205G

Course Enrollment: Limited to 35 students – Sophomores, Juniors & Seniors in all Engineering Departments. Enrollment competitive through written essay & GPA

Textbook and Reference Material: There is no required textbook, all reference material will be through Class Handouts.

Course Webpage: http://supplychain.tamu.edu

Course Description:
Principles, cultural aspects of selling in the Latin American market, business-to-business selling environment, and marketing products, services and solutions in Latin America; local/country market analysis, strategic marketing, sales planning, alliances and partnerships, and operational support.

Prerequisite: Junior or senior classification.

Course Purpose:
Global marketplaces are exploding and have been for some time. The distribution community is engaged in changing the trade balance and is becoming a key component of US world trade. With the growth in world economies, purchasing power and the increased logistics activity, the opportunities and challenges are tremendous for companies. This program will provide students with exposure to global engineering, global supply chain throughput, logistics, international sales and marketing challenges and solutions. Students will be exposed to real-world problems at companies through visits, guest lectures, case studies and a project. The students will also gain insights into culture, business practices, and relationship management in international markets. Students will visit companies and government offices and listen to presentations from industry practitioners and business executives. Students will visit companies in multiple cities.

This course addresses the importance of understanding international sales and marketing principles, cultural aspects of selling, business-to-business selling environment, and marketing products, services and solutions. The course will provide exposure to local/country market analysis, strategic marketing, sales planning, alliances and partnerships, and operational support.

Overall Course Learning Outcomes:
Upon completion of this course, students will be able to:
1) Explain the impact of different international markets on business plans.
2) Identifying how international cultures impact business operations.
4) Critically analyze challenges faced by companies within international distribution channels.
5) Work in teams and demonstrate communication skills relating global relationships.
6) Formulate alternative solutions to manufacturer distributor relationships challenges in international
markets.

**Course Activities**

1. Global Trip to International Location
2. Visits to industry sites in cities in country
3. Invited industry guest speakers
4. In-class discussions
5. Project with industrial partner

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Project</td>
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<tr>
<td>Case Studies</td>
<td>100</td>
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<tr>
<td>Exam</td>
<td>100</td>
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<tr>
<td>Project Presentation</td>
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<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>&gt;89—100%</td>
</tr>
<tr>
<td>B</td>
<td>&gt;79—89.9%</td>
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<tr>
<td>C</td>
<td>&gt;69—79.9%</td>
</tr>
<tr>
<td>D</td>
<td>&gt;59—69.9%</td>
</tr>
<tr>
<td>F</td>
<td>&lt;=59%</td>
</tr>
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</table>

**Texas A&M University Policies**

**Students with Disabilities / ADA:**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit [http://disability.tamu.edu](http://disability.tamu.edu).

**Attendance**
Students are expected to attend class regularly in accordance with university policy. The policy is listed on the TAMU website at [http://student-rules.tamu.edu/rule07](http://student-rules.tamu.edu/rule07). You will be held responsible for any exam, quiz, assignment, material covered, amendments to the syllabus, or announcements made in class, whether you are present or not. Attendance will be recorded at various times throughout the semester.

**Copyright/Plagiarism**
It is the responsibility of students and instructors to help maintain scholastic integrity at the university by refusing to participate in or tolerate scholastic dishonesty. The material generated for this class is copyrighted. Because these materials are copyrighted, you do not have the right to copy the handouts, unless I expressly grant permission. Plagiarism involves passing off another’s ideas, words, writings, etc. as one’s own. If you have any questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules, under the section “Scholastic Dishonesty.”

**Aggie Code of Honor:**
For many years Aggies have followed a Code of Honor, which is stated in this very simple verse:

*An Aggie does not lie, cheat, or steal or tolerate those who do.*
The Aggie Code of Honor is an effort to unify the aims of all Texas A&M men and women toward a high code of ethics and personal dignity. For most, living under this code will be no problem, as it asks nothing of a person that is beyond reason. It only calls for honesty and integrity, characteristics that Aggies have always exemplified. The Aggie Code of Honor functions as a symbol to all Aggies, promoting understanding and loyalty to truth and confidence in each other. For additional information visit http://aggiehonor.tamu.edu.

**Student Rules:**
Student should consult Texas A&M University for students rule at http://student-rules.tamu.edu/.
## Course Schedule and Syllabus

<table>
<thead>
<tr>
<th>Week/Hrs</th>
<th>Location</th>
<th>Content</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Texas A&amp;M University, College Station</td>
<td>Global Perspective on Sales &amp; Marketing, International Sales and Marketing Principles, Project Overview</td>
<td>Notes/Handouts, Guest Lectures</td>
</tr>
<tr>
<td>10 hours</td>
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<tr>
<td>Week 2</td>
<td>Global Trip</td>
<td>International Tour of Companies: Global Transportation, Global Applications: When Culture Matters, When Operations Matters, When Context Matters, Project Design and Development, Mid-Term Exam</td>
<td>Local Company Visits &amp; Guest Lectures, Exam</td>
</tr>
<tr>
<td>15 hours</td>
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<tr>
<td>Week 3</td>
<td>Global Trip</td>
<td>International Tour of Companies: Manufacturing, Distribution, Logistics Companies, Global Facilities, Ports, and Customs</td>
<td>Local Company Visits &amp; Guest Lectures</td>
</tr>
<tr>
<td>15 hours</td>
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<tr>
<td>Week 4</td>
<td>Texas A&amp;M University, College Station</td>
<td>Business Plan Development</td>
<td>Notes/Handouts</td>
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<td>15 hours</td>
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<tr>
<td>Week 5</td>
<td>Texas A&amp;M University, College Station</td>
<td>Final Project Preparation and Presentation, Final</td>
<td>Guest Lectures, Exam</td>
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<tr>
<td>10 hours</td>
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