The University Curriculum Committee recommends approval of the following:

1. **New Courses**

   **IBUS 403. International Market Entry Strategies. (3-0). Credit 3.** A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in the preparation of a marketing plan for a good or service to be introduced and marketed in that country. Prerequisites: MKTG 321; concurrent registration in MKTG/IBUS 402; junior or senior classification. Cross-listed with MKTG 403.

   **MKTG 403. International Market Entry Strategies. (3-0). Credit 3.** A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in the preparation of a marketing plan for a good or service to be introduced and marketed in that country. Prerequisites: MKTG 321; concurrent registration in MKTG/IBUS 402; junior or senior classification. Cross-listed with IBUS 403.

   **PHIL 334. Philosophy of Law. (3-0). Credit 3.** Traditional legal issues such as definitions of law, relationship between law and morality, and punishment considered from a legal perspective. Prerequisite: Junior or senior classification.
Texas A&M University
Departmental Request for a New Course
Undergraduate • Graduate • Professional

Submit original form and 2 copies. Attach a course syllabus to each.

1. This request is submitted by the Department of [Center for International Business]

2. Course prefix, number and complete title: IBUS 403 International Market Entry Strategies

3. Course description (not more than 50 words): A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in preparation of a marketing plan for a good or service to be introduced and marketed in that country.

4. Prerequisite(s) and parallel classification: MKTG 321; concurrent registration in MKTG/IBUS 403; Cross-listed with MKTG 403

5. Is this a variable credit course? ☐ Yes ☑ No If yes, from _______ to _______.

6. Is this a repeatable course? ☐ Yes ☑ No If yes, this course may be taken _______ times. Will the course be repeated within the same semester/term? ☐ Yes ☑ No

7. Has this course been taught as a 489/689? ☐ Yes ☑ No If yes, how many times? _______. Indicate the number of students enrolled for each academic period it was taught.

8. This course will be:
   a. required for students enrolled in the following degree program(s) (e.g., B.A. in history)
   b. an elective for students enrolled in the following degree program(s) (e.g., M.S., Ph.D. in geography)

B.B.A. in Accounting, Finance, Information and Operations Management, Management, and Marketing; B.S. in Agronomy; possibly other degree programs.

9. If other departments are teaching or are responsible for related subject matter, the course must be coordinated with these departments. Attach approval letters.

10. Prefix Course # Title (exclude punctuation)
    IBUS 403 International Market Entry Strategies

<table>
<thead>
<tr>
<th>Lect.</th>
<th>Lab</th>
<th>SCH</th>
<th>Subject Matter Content Code</th>
<th>Admin. Unit</th>
<th>Acad. Year</th>
<th>FICE Code</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>3</td>
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<td>03</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Do not complete shaded area.

Approval recommended by:

Head of Department: [Signature] Date: 12/12/06

Chair, College Review Committee: [Signature] Date: 12/12/06

Head of Department (if cross-listed course): [Signature] Date: 12/12/06

Dean of College: [Signature] Date: 12/12/06

Submitted to Coordinating Board by:

Dean of College: [Signature] Date: 

Director of Academic Support Services: [Signature] Date: 

To have this form reviewed, please send to Linda P. Lacey, Mail Stop 1265 or fax to 947-8737. OAR/AS-5/04

RECEIVED
DECEMBER 5, 2006
ACADEMIC SUPPORT SERVICES

2 of 16 D
IBUS 403
(CROSS LISTED WITH MKTG 403)
INTERNATIONAL MARKET ENTRY STRATEGIES
COURSE SYLLABUS

INSTRUCTOR: Dr. Richard T. Hise
Professor of Marketing
(979) 845-5807 dick-hise@tamu.edu
Office: 201N Wehner

PREREQUISITES: MKTG 321; concurrent registration in MKTG/IBUS 402; Junior or Senior classification.

CREDIT HOURS: 3


COURSE DESCRIPTION:
A research-based course in which students prepare an analysis of a European country and use it in the preparation of a marketing plan for a product or service to be introduced and marketed in that country.

COURSE OBJECTIVE:
As more companies worldwide are marketing their product in nations other than their home country, the importance of developing sound marketing plans for introducing new products to foreign markets has increased.

Through the Marketing Study Abroad Program, you are able to participate in the cultures of several European nations (e.g., United Kingdom, France, Switzerland, Germany, Austria, Italy). Knowledge gained from this participation provides you with a unique perspective for developing a marketing plan for introducing new products and services in other countries.

REQUIREMENTS:
In order to develop a viable marketing plan, you will first need to develop a Country Analysis which will include the following aspects of the country you have selected:

1. History- Brief history of the country with special emphasis on most recent history that impacts market entry of a new product or service
2. Geography- Location, climate, topography
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5. Culture- Religion, family life, education, business customs and practices, and fine arts

6. Technology- Technology currently available, R&D activity, technological skills of the people

7. Infrastructure- Distribution (roads, bridges, canals, railroads), financial (banks, insurance companies, investment firms), marketing (advertising agencies, marketing research firms, media), communication (telephone, faxes, computers)

The second part of your paper is the marketing plan proper. It will include the following sections:

1. Mission Statement- Statement of product or service being sold, markets to which they are being sold (geographical, market segments), and major benefit being delivered to these markets

2. SWOT Analysis- International strengths and weaknesses of your company; external opportunities and threats

3. Market Analysis- Indication of the needs and desires of the market; estimation of the market potential for your product or service

4. Competitor Analysis- Who are the major competitors, and what are their strengths and weaknesses? (Have chart with accompanying explanation.)

5. Objectives- Projected sales, market share, costs, and profit for the first 5 years of business. You should be specific in your estimates and justify fully. You should have carefully developed and realistic charts and graphs.

6. Market Entry Strategies- Major ways in which the product will be introduced to the market (exporting, licensing, joint ventures, etc.); major market segments to be approached; niche vs. across-the-board strategy, etc.

7. Marketing Mix-Product, promotion, distribution, price

8. Implementation-Organization, level of resources and their allocation, time table
GRADING:

Your paper will be graded on the following factors:

- Adherence to the above outline 20%
- Completeness, comprehensiveness 20%
- Originality 20%
- Visuals (charts, graphs, photos) 20%
- Variety of sources used 10%
- Documentation and writing style 10%

Note that your paper should conform to accepted APA documentation standards. This includes in-text referencing (e.g., Smith 2006) with a final Works Cited Page listing in alphabetical order all references you cited in your paper. A hard copy (not e-mailed version) of your final paper is due to Dr. Hise no later than August 16, 2007. If you are graduating in August, your paper is due August 6. One point will be deducted from the paper for every day it is late, unless you have a university reason for this.

STUDENTS WITH DISABILITIES:

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 the Department of Student Life, Services for Students with Disabilities in Room B118 of Cain Hall, or call 845-1637. I will gladly accommodate students with disabilities.

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**COURSE OUTLINE:**

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Activity/Notes</th>
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<tbody>
<tr>
<td>May 19</td>
<td>Depart Houston for London</td>
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<tr>
<td>May 19-23</td>
<td>London, England</td>
<td>Company visits: Bloomberg Media, Harrods Department Store</td>
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<td>Paris, France</td>
<td>Company visits: Galeries Lafayette Department Store</td>
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<tr>
<td>May 28</td>
<td>Avignon, France</td>
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<tr>
<td>May 28-June 1</td>
<td>Nice, France</td>
<td>Company visits: Parfumerie Fragonard, Sophia Antipolis</td>
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<tr>
<td>June 2</td>
<td>Milan, Italy</td>
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<tr>
<td>June 3-5</td>
<td>Innsbruck, Austria</td>
<td>Company visits: Innsbruck Tourism Board, Geiger, Sandoz</td>
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<tr>
<td>June 6-8</td>
<td>Munich, Germany</td>
<td>Company visits: Reidel Glass, Audi, Siemens</td>
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<td>June 9-12</td>
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Texas A&M University
Departmental Request for a New Course
Undergraduate • Graduate • Professional

Submit original form and 2 copies. Attach a course syllabus to each.

1. This request is submitted by the Department of ____________

2. Course prefix, number and complete title: MKTG 403 International Market Entry Strategies

3. Course description (not more than 50 words): A research-based course in which students prepare an analysis of a country, or region outside the U.S., and use it in preparation of a marketing plan for a good or service to be introduced and marketed in that country.

4. Prerequisite(s): MKTG 321; concurrent registration in MKTG/IBUS 402; Cross-listed with BUS 403

5. Is this a variable credit course? ☐ Yes ☐ No If yes, from _______ to _______. Cross-listed courses require the signatures of both department heads.

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    MKTG 403 INTL MKT ENTRY STRAT

    Lect. Lab SCH Subject Matter Content Code Admin. Unit Acad. Year FICE Code
    0 3 0 0 0 3

Do not complete shaded area.

Approval recommended by:

Head of Department 12-12-06
Head of Department (if cross-listed course) 12-12-06

Chair, College Review Committee 12/12/06
Dean of College 12/12/06

Submitted to Coordinating Board by:

Dean of College

Director of Academic Support Services

To have this form reviewed, please send to Linda F. Lacey, Mail Stop 1265 or fax to 847-8737.

OAR/AS-5/04

7 of 16 D
MARKETING 403
(CROSS LISTED WITH IBUS 403)
INTERNATIONAL MARKET ENTRY STRATEGIES
COURSE SYLLABUS

INSTRUCTOR: Dr. Richard T. Hise
Professor of Marketing
(979) 845-5807 dick-hise@tamu.edu
Office: 201N Wehner

PREREQUISITES: MKTG 321; concurrent registration in MKTG/IBUS 402; Junior or Senior classification

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COURSE OUTLINE:

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**Depart Houston for London**

May 19-23  
**London, England**
Company visits: Bloomberg Media, Harrods Department Store

May 24-27  
**Paris, France**
Company visits: Galeries Lafayette Department Store

May 28  
**Avignon, France**

May 28-June 1  
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June 2  
**Milan, Italy**
Company visits: Parfumerie Fragonard, Sophia Antipolis

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June 6-8  
**Munich, Germany**
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August 6  
Paper due date for those graduating in August

August 16  
Paper due date for those not graduating in August
Texas A&M University
Departmental Request for a New Course
Undergraduate • Graduate • Professional

Submit original form and 2 copies. Attach a course syllabus to each.

1. This request is submitted by the Department of Philosophy & Humanities

2. Course prefix, number and complete title: PHIL 334: Philosophy of Law

3. Course description (not more than 50 words): Traditional legal issues such as definitions of law, relationship between law and morality, and punishment considered from a legal perspective.

4. Prerequisite(s) Junior or senior classification: Cross-listed with:

5. Is this a variable credit course? □ Yes ☑ No  If yes, from _____ to _____.

6. Is this a repeatable course? □ Yes ☑ No  If yes, this course may be taken _____ times. Will the course be repeated within the same semester/term? □ Yes ☑ No

7. Has this course been taught as a 489/689? □ Yes ☑ No  If yes, how many times? Indicate the number of students enrolled for each academic period it was taught.

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9. If other departments are teaching or are responsible for related subject matter, the course must be coordinated with these departments. Attach approval letters.

10. Prefix Course # Title (exclude punctuation)
    PHIL 334 PHILOSOPHY OF LAW

    Lect. Lab SCH Subject Matter Content Code: Admin. Unit Acad. Year FICE Code
    0 3 0 0 3 3 8 0 1 0 1 0 0 0 1 2 2 4 0 0 7 0 8 0 0 3 6 3 2

    Approval recommended by: [Signature]
    Head of Department Date

    Chair, College Review Committee Date

    Dean of College Date

    Submitted to Coordinating Board by:
    Dean of College Date

    Director of Academic Support Services Date
    Effective Date

To have this form reviewed, please send to Linda F. Lacey, Mail Stop 1265 or fax to 847-8737.

OARAS.5/04

12 of 16 D
Philosophy 334: PHILOSOPHY OF LAW
TR 9:35-10:50am
BLTN 003

Instructor: Professor Colleen Murphy
Office: 302E Bolton Hall
Office phone: 979-862-4856
Mailbox: 314 Bolton Hall
Email: cmmurphy@philosophy.tamu.edu
Office Hours: Tuesdays 2:00pm-5:00pm and by appointment

Course Description:
This course is meant to serve as an introduction to the philosophy of law. Traditional legal issues will be considered from a philosophical point of view. The questions we examine include: Is there a necessary connection between law and morality? Is law simply a set of written rules you can look up in statutes and judicial opinions, or does it also include general principles, morality, custom, and convention? We then turn to normative jurisprudence and focus on the issue of punishment. When and why is punishment justified? How do we determine the kind of punishment that is appropriate in any particular case?

Required Texts:
Joel Feinberg and Jules Coleman (eds.) Philosophy of Law (Seventh ed.) [hereafter PL]

Course Requirements and Expectations:
Paper 1 20%
Mid-term Exam 25%
Paper 2 25%
Final Exam 30%

Course Prerequisite:
Junior or senior classification

Grading Scale:
In this course, course has a grading scale of 90%=A, 80%=B, 70%=C, 60%=D, 59% and below = F
Course Readings and Schedule*
*Some readings may be added or removed during the course of the term. Paper due dates are subject to change due to changing circumstances; changes will be announced 2 weeks in advance.

Analytical Jurisprudence

Week 1
Tuesday, August 29
First day of class
Introduction

Thursday, August 31

Week 2
Tuesday, September 5
John Austin, “A Positivist Conception of Law” PL pp. 33-44

Thursday, September 7

Week 3
Tuesday, September 12
(con’t) H.L.A. Hart, “Law as the Union of Primary and Secondary Rules”

Thursday, September 14

Week 4
Tuesday, September 19
Lon Fuller, “Positivism and Fidelity to Law- A Reply to Professor Hart” PL pp. 76-91

Thursday, September 21
(con’t) Lon Fuller, “Positivism and Fidelity to Law- A Reply to Professor Hart”
Lon Fuller, “Eight Ways to Fail to Make Law” PL pp. 91-94

Week 5
Tuesday, September 26

Thursday, September 28
(con’t) Joel Feinberg, “The Dilemma of Judges Who Must Interpret ‘Immoral Laws’”

Paper #1 due

Week 6
Tuesday, October 3
Ronald Dworkin, “The Model of Rules” PL 130-147

Thursday, October 5
(con’t) Ronald Dworkin, “The Model of Rules”

Week 7
Tuesday, October 10
Ronald Dworkin, “Integrity in Law” PL 152-157

Thursday, October 12
O.W. Holmes, “The Path of Law” PL 174-180

Week 8
Tuesday, October 17
Review

Thursday, October 19
Mid-term Exam
Normative Jurisprudence

Week 9
Tuesday, October 24
Joel Feinberg, “The Expressive Function of Punishment” PL 688-698

Thursday, October 26
Toni M. Massaro, “Shame, Culture, and American Criminal Law” PL 699-726

Week 10
Tuesday, October 31
Joel Feinberg, “The Classic Debate” PL 727-731
C.L. Ten, “Fantastic Counter-Examples and the Utilitarian Theory” PL 732-745

Thursday, November 2
(con’t) C.L. Ten, “Fantastic Counter-Examples and the Utilitarian Theory”

Week 11
Tuesday, November 7
Michael S. Moore, “The Moral Worth of Retributivism” PL 746-768

Thursday, November 9
(con’t) Michael S. Moore, “The Moral Worth of Retributivism”

Week 12
Tuesday, November 14
Shafer-Landau, “The Failure of Retributivism” PL 769-779

Thursday, November 16
Jeffrie G. Murphy, “Getting Even: The Role of the Victim” PL 788-798

Week 13
Tuesday, November 21
Review of Theories of Punishment

Thursday, November 23
No class

Week 14
Friday, December 8, 12:30-2:30pm.

Final
POLICIES

1. All assignments are due at the beginning of class. Any paper not received at the beginning of class will be considered late. Late papers will be penalized. Extensions will not be granted except under extreme circumstances. Under such circumstances, please hand me the excuse in writing. Please review the dates on which exams and papers are scheduled to see if you face any conflicts. Exams will be rescheduled only when there is a university excuse. You are responsible for arranging other commitments you may have such that you are able to take the exams when scheduled.

2. Grade complaints-
   I will be more than happy to discuss your grade with you on a couple of conditions. First, you must wait at least 24 hours after you get the assignment back. Take this time to carefully read all the comments I have given you. Second, you must come with a written statement about why you think that there is a discrepancy between the quality of the work and the grade it received.

3. 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 the Department of Student Life, Services for Students with Disabilities in Room B118 of Cain Hall or call 845-1637.

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For additional information please visit: www.tamu.edu/aggiehonor/

Pledge
On all course work, assignments, or examinations at Texas A&M University, the following Honor Pledge shall be pre-printed and signed by the student:

"On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work."