

York University
Liberal Arts and Professional Studies
Administrative Studies
INTERNATIONAL MARKETING

ABBREVIATED Course Outline, Syllabus and Policy Information

NOTE: A *Detailed Syllabus* with expanded information and additional focus on the group work, the Marketing Plan project details and all assignments and presentations is available on EClass to all enrolled students and will be discussed in detail at the start of the first class. Please ensure a comprehensive understanding of these academic requirements!!

COURSE:

International Marketing
ADMS 4210
Winter 2026
Thursday 7 - 10pm; ACW 002

COURSE INSTRUCTOR / CONTACT:

Chuck Hendriks
charlesh@yorku.ca – Please Address Emails with the Subject: “ADMS 4210 – *Your Subject*”

EXPANDED COURSE DESCRIPTION:

A study of the management of international marketing activities. Emphasis is placed upon policy and strategy formulation and the environmental constraints within which these activities take place. This course covers the fundamentals of international marketing theory, concepts and management as applied to international firms' performance in meeting customer needs, products/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, case studies and a marketing plan.

REQUIRED COURSE TEXT / READINGS:

Cateora, Gilly, Graham, Money, "International Marketing" (Current Edition), McGraw Hill
Winter 2026 Bookstore prices were: \$109.95 (Hard cover).

You may use the current edition or an older 17th or 18th edition.

As per the Bookstore Fall 2025:

ADMS4210

Print - \$109.90 + HST

Etext – Day1Digital pricing is TBC (Campus Ebookstore Etext pricing is \$79.95 + HST)

Prices are subject to change.

WEIGHTING OF COURSE:

GRADE BREAKDOWN (Subject to Change):

Note: timing of lectures, cases and exams ARE subject to change. Exact dates will be announced IN CLASS!

Exam I	25%
Group - Case Analysis (Written and/or Presentation)	15%
Group - International Marketing Plan/Presentation	30 - 40% (see detailed syllabus)
Exam II	25%
Class Participation	0 - 5% (see detailed syllabus)

DETAILS ARE OUTLINED IN THE DETAILED COURSE SYLLABUS.

ADDITIONAL NEEDS:

You must be registered to attend this class. If you are not officially registered in this course you must do so BEFORE the “Add Without Permission” date, as you will not be allowed to register after that date - due to the group work required.

Exams

Exam dates are to be finalized but the expected dates are as per the course outline. There is no provision in this course for a make-up exam. Note that the dates may change. Changes will be announced in class. The content will include Lectures, Cases, Classroom topics and ALL chapters of the text (whether covered in the lectures or not). The *focus* will be on (live and/or remotely led) classroom-led topics and text material.

ORGANIZATION OF THE COURSE:

COURSE OUTLINE / SCHEDULE:

Week of: OR Lecture #	Topic	Chapters	In Class / Case Presentation
1	Introduction The Scope and Challenge of International Marketing; The Dynamic Environment of International Trade	1, 2	
2	Group Formation Completed - Project Decision History, Geography, Cultural Dynamics in Assessing Global Markets, Culture and Management Style	3, 4, 5	
3	Political Environment International Legal Environment	6, 7	Case Presentation
4	Global Market Opportunities Research; Economic Development and the Americas; Europe, Africa, the Middle East, Potential Midterm Exam	8, 9, 10	Case Presentation
5	Probable Midterm Exam - Chapters 1 - 10		
6	Asia Pacific Region Potential Midterm Exam - Chapters 1 - 10	11	
7	Global Marketing Management Planning Organization; Products and Services for Consumers; Products and Services for Businesses Potential Midterm Exam	12, 13, 14	Case Presentation
8	International Marketing Channels Integrated Communications and International Advertising	15, 16	Case Presentation
9	Personal Selling and Sales Management; Pricing for International Markets, International Marketing Plan - Due Potential Final Exam - Comprehensive of all chapters	17, 18, 19	Case Presentation
10	Inventive Negotiations with Customers, Partners, and Regulators Probable Final Exam - Comprehensive of all chapters	18	Case Presentation
11	Potential Final Exam - Comprehensive of all chapters	19	Intn'l Mktg Plan Presentation
12	Plan Presentations Potential Final Exam - Comprehensive of all chapters		Intn'l Mktg Plan Presentation

You are expected to read the chapters on your own and before each class. The agenda above is tentative and subject to change - but is largely expected to follow the scheduled coverage of the text. Exams will include all lecture and text material.

For Winter 2026 exams are expected to be administered via EClass "live" and on campus. Your Instructor will advise on details and timing.

- **NOTE: For Winter 2026 it is anticipated that:**
 - all material submissions will be via email.
 - all (group) presentations will be Live and in-person, on campus and/or via Zoom

ADDITIONAL INFORMATION / NOTES:

Group - Case Analysis and Presentation - You must work in a group to analyze and present a case to the class and lead a classroom discussion of the case. Submission details (hard copy) and presentation details will be provided in the Detailed Syllabus. You will work with your professor to select the cases for your group to present. You should plan for a 1- - 15 minute detailed presentation of each case including your group's analysis and recommendations and your group must submit a written report. The calculation of an individual's grade will depend on peer feedback and the overall project grade.

NOTE: For Winter 2026 it is anticipated that:

- all material submissions will be via email.
- all (group) presentations will be via Zoom and/or live, in person, on campus.

Group - International Marketing Plan/Presentation

Your group will produce and submit an International Marketing Plan. In this plan you will first select a company/product that you want to expand globally. The next stage of the Plan includes conducting an International Opportunity Assessment where you will analyze and select an international market to enter. The final stage of the plan involves the creation of an International Marketing Plan that recognizes the unique market that you are choosing to enter. The strategic international plan will involve market analysis and the development of a plan that is tailored to the international market. A detailed guide is available via the Detailed Course Syllabus available on the EClass site. Submission is due - start of class, Week 9. This is a group project; you must work as part of a group. Your grade on this Marketing Plan as well as all group work including cases and presentations will be impacted by Peer Evaluations. If time permits, all groups will present their marketing plan. The Instructor will determine the practicality of the presentation element. Each group will have 10 - 15 minutes to present their plan (tbd).

NOTE: For Winter 2026 it is anticipated that:

- all material submissions will be via email.
- all (group) presentations will be via Zoom and/or live, in person, on campus.

Group Work and Peer Evaluation for ALL Group Work

For the group work assignments, you are expected to work in a group. Further, you have the responsibility, to ensure that your group is productive. You may NOT work alone. Time may be allowed in some classes for group meetings and work, but you are expected to spend time outside of class with your group.

Peer Evaluations will be used to assign individual grades for the Group Elements of the course. The calculation of an individual's grade will depend on the peer feedback and the overall project grade. See the Detailed Course Syllabus for further information.

Participation:

Participation may be worth 0 - 5% and awarded based on strong classroom participation, contribution to the lectures and presentations, and attendance. The detailed syllabus explains this component further. This will be dependent on whether or not we engage the classroom participation component – which may involve a decision pertaining to best health practices at the time of the start of the course.

NOTE: A Detailed Syllabus with expanded information and additional focus on the group work, the Marketing Plan project details and all assignments and presentations is available on EClass to all enrolled students and will be discussed in detail at the start of the first class. Please ensure a comprehensive understanding of these academic requirements!!

IMPORTANT COURSE INFORMATION FOR STUDENTS

Turnitin

To promote academic integrity in this course, students may be required to submit their written assignments to Turnitin (via the course Moodle) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.

On-line Proctoring

This course may require the use of online proctoring for examinations. The instructor may use an online proctoring service to deliver the exam(s), which would be administered through the Learning Management System (Moodle). Students are required to have access to minimum technology requirements to complete examinations. If an online proctoring service is used, students will need to become familiar with it at least five days before exam(s). For technology requirements, Frequently Asked Questions (FAQs) and details about the online proctoring service, please visit the Registrar's Office's page on online exam proctoring. Students are required to share any IT accommodation needs with the instructor as soon as they are able.

Academic Honesty and Integrity

York students are required to maintain the highest standards of academic honesty and they are subject to the Senate Policy on Academic Honesty (<http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>). The Policy affirms the responsibility of faculty members to foster acceptable standards of academic conduct and of the student to abide by such standards.

There is also an academic integrity website with comprehensive information about academic honesty and how to find resources at York to help improve students' research and writing skills, and cope with University life.

Students are expected to review the materials on the Academic Integrity website at - <http://www.yorku.ca/academicintegrity/>

Access/Disability

York University is committed to principles of respect, inclusion and equality of all persons with disabilities across campus. The University provides services for students with disabilities (including physical, medical, learning and psychiatric disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University.

Students in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic accommodation can be provided with advance notice. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

Additional information is available at the following websites:

Counseling & Disability Services - <https://counselling.students.yorku.ca/>

Counseling & Disability Services at Glendon - <https://www.glendon.yorku.ca/counselling/>

York Accessibility Hub - <http://accessibilityhub.info.yorku.ca/>

Ethics Review Process

York students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf (PDF)

Student Conduct in Academic Situations

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom and other academic settings, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. The policy and procedures governing disruptive and/or harassing behaviour by students in academic situations is available at - <http://secretariat-policies.info.yorku.ca/policies/disruptive-andor-harassing-behaviour-in-academic-situations-senate-policy/>

Policies related to Zoom meetings

Your course may involve the use of Zoom. Zoom is an online videoconferencing software that can be used to host lectures, tutorials or virtual office hours in real time. Please note that Zoom is hosted on servers in the U.S. Zoom meeting content (e.g., video, audio and text chat) has been restricted to only pass through servers in Canada and US data centres; it will not pass through international data centres, such as those in China. Although it is not possible to exclude the US data centres at this time, Zoom is developing this functionality and will implement it as soon as possible. All audio, video, screen-sharing and text content will be encrypted in transit between your device and Zoom's servers, which will prevent unauthorized third parties from intercepting the content of your Zoom meeting. For more information, please visit Zoom at YorkU.

Privacy

At the moment, the name you use with Zoom and metadata about how you use the application will be stored on servers outside of Canada. If you have privacy concerns, you can disable both audio and video. You can also provide only your first name or a nickname when you join a session. If you choose to rename yourself, please let your instructor or TA know immediately.

You can rename yourself in 4 easy steps.

1. After entering the Zoom meeting, click on the Participants icon at the bottom of the window.
2. Find your name in the Participants list on the right side of the Zoom window
3. Hover over your name and click the Rename button.
4. Enter the name that you would like to use in the Zoom meeting, and click OK.

Please note that lectures and/or tutorial sessions may be recorded so that they can be made available to students who are not able to attend class. Zoom is configured in such a way that all participants will be automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it. If you do not wish to be seen or heard during a recorded session, please keep your camera and/or microphone turned off.

Participation

Your course instructor may enable you to ask questions through the chat panel. Inappropriate or disrespectful language in the chat panel will not be tolerated. You may also participate through Zoom's nonverbal feedback features. These features can be accessed by clicking on the Participants icon at the bottom of the window. Once the Participants sidebar is opened, you will see the option to Raise Hand. By clicking on Raise Hand, a blue hand will be raised. Please click on the Raise Hand button again to lower your hand once your question has been answered. You are tasked with using the various Zoom features in a responsible manner. Your course instructor will reserve the right to remove anyone who does not behave accordingly.