



COURSE SYLLABUS

Course: **MKTG 4633 Global Marketing**

Prerequisite: MKTG 3433

Course Description:

It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global market place. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable you to practice applying those concepts to a global environment.

The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital concepts for global marketers.

Course Objectives: *Upon the successful completion of this course, students will be able to:*

- Introducing you to the institutions, vocabulary, and players in the world of international business. You need to be able to speak the language of international business to operate effectively.
- Providing you with the opportunity to begin to understand different cultures and the implication this has for marketers. Understanding different people and cultures will lead to a greater understanding of ourselves and the culture in which we live.
- Allowing you to gain experience in analyzing the marketing environment and marketing-related decisions for a firm entering non-domestic markets. You should know key sources for researching the cultural, economic, ethical, and political environments and anticipate the influence each will have on marketing strategies and decision-making.

Required Class Material:

Text: Global Marketing by Keegan & Green; 6th Edition, *Upper Saddle River: Prentice Hall.*

Other short readings may be added. These will be announced in-class and posted on Blackboard.

Course Management Software:

You can access information pertaining to the course on Blackboard, which is available at <https://learn.uark.edu>. It is important that you frequently check the class Blackboard site. Occasionally, I might send out class emails via Blackboard. It is imperative that your email address in Blackboard is the one you check regularly or is forwarded to an email account you check regularly.

Late Work:

All work to be submitted must be turned in at the beginning of class on the respective due date. Presentations must be presented on the assigned presentation day. Late work will not be accepted. Be sure to allow adequate time to resolve unanticipated problems with respect to course deadlines. Unless changed by me, deadlines noted in the course schedule and subsequent handouts are firm.

Attendance/Quizzes/Participation:

Attendance and participation are both vital and necessary for this course. The course is set up to be approached as a discussion-style course as opposed to a lecture-style course. In this sense, students are expected to participate vocally in class discussions – and will be graded on those contributions. One reason the class is set up this way is to encourage dialogue, teamwork, and overcoming a common fear among many students of speaking in (or in front of) large groups – all necessary traits you WILL have to use in the real business world. Get the practice now!

Attendance will be monitored via pop quizzes/class assignments and will be factored into the student's final grade. Students who attend class regularly and complete the required class assignments will earn points that will help them attain a higher final semester grade.

Classroom Professionalism:

Classroom professionalism is to be maintained at all times. Our goal is to create a positive, courteous, and respectful environment that is conducive to learning. Cell phones are to be turned off or set for silent alarm. No personal or side conversations while class is in session. No walking in and out during exams or when class is in session. If you are more than 5 minutes late to class, do not come to class. Being on time is essential. Don't put me in the awkward position of having to discipline unprofessional behavior – it is not fair to me and the distraction is not fair to your peers. Unprofessional / disruptive conduct will result in a reduction in your participation grade.

Laptops are not allowed in this class. I'd like you all to print out the powerpoints before class (which will be posted as we go on Blackboard) and bring them with you to take notes on.

Academic Honesty:

All students are expected to understand and adhere to the University's policy on academic honesty. The University's *2008-2009 Catalog of Studies* states "Academic dishonesty involves acts that may subvert or compromise the integrity of the educational process at the University of Arkansas. Included is an act by which a student gains or attempts to gain an academic advantage for himself or herself or another by misrepresenting his or her or another's work or by interfering with the completion, submission, or evaluation of work". For a partial list of acts of academic dishonesty, see the *2008-2009 Catalog of Studies*. Any violation of the policy on academic honesty will result in the failure of that particular assignment/exam and may result in failure of the course and further action from the Division of Student Affairs.

Accommodations for Students with Disabilities:

Students are responsible for requesting accommodations from the Center for Students with Disabilities (<http://www.uark.edu/ua/csd>). It is the Walton College policy that students must also request testing accommodations from their instructor; this should be done in writing, ten days prior to the test date. This Syllabus is subject to change

Inclement Weather Policy:

If class is in session, we will have class. I realize that some of you have a more difficult commute to the campus than do others. I leave it to your personal judgment to determine whether to attend class during inclement weather.

Grades:

Grades are distributed as follows:

	<u>Points Possible</u>
Exam 1	100
Exam 2	100
Exam 3	100
Group Project	125
Quizzes/Participation/homework	75
Total	500

Course letter grades will be assigned on a percentage-basis of total points possible and will be based on the following scale:

	<u>Grade</u>	<u>Percent</u>
A		448 points or above (90% or above)
B		398 – 447 points (80% to 89.4%)
C		348 – 397 points (70% to 79.4%)
D		298 – 347 points (60% to 69.4%)
F		297 points or less (Less than 60%)

Examinations:

There will be 3 examinations administered during regular class. There will be a comprehensive final option. The final can be taken to replace the lowest letter grade earned on an exam. Students who miss an examination during the course of the semester will be required to take the comprehensive final to make up for their missed exam.

- ◆ For each exam you will need a #2 pencil, and an eraser.
- ◆ There will be no rescheduling of exams. A missed exam will mean you have to take the comprehensive final. If you have a medical-related absence, you must submit a note from a medical professional within one week of the absence in order to make alternate arrangements. UA student-athletes must provide documentation, from the athletic department, detailing your athletic travel schedule. These schedules must be given to me during the first two weeks of class.
- ◆ During exams, use of all electronic devices (e.g., cell phones, PDAs, MP3 players, laptops) and talking are strictly prohibited.
- ◆ During exams, make certain your notes, textbook, and laptops are in your book bags or under the table/desks. Copies of the exam are not to leave the classroom.
- ◆ Be punctual. Once the first person to finish the exam leaves the classroom, anyone entering the room after that time will be unable to start the exam.
- ◆ You may not leave the classroom once the exam has begun. Should you leave during the exam it will be assumed that you are finished, and you will not receive credit for unanswered questions.
- ◆ You have one week after exam scores are posted to dispute answers on the exam. A dispute must be accompanied by written documentation from the textbook and/or your notes.
- ◆ Exams will not be returned. You are free to stop by my office and look at your exams during the semester through December 6th. After this date, you will not be allowed to review your past exams.

Global Marketing Group Project

This is a description of the small group assignment for this class. Each group will be assigned / choose a region of the world. The group will work on an extensive analysis of the region that (generally) should include the following aspects:

GENERAL OUTLINE OF TOPICS TO BE COVERED IN THE ASSIGNMENT

A. General Description of the Region (suggested aspects)

- General overview of the location of countries within the region
- Population of the countries within the region (both number and distribution)
- Each country's relevant trade statistics, particularly with respect to the US
- top 2 exports and top 2 imports of each country
- brief historic account of U.S. trade with the countries
- other broad aspects (of your choice)

B. Economic Environment of countries within the Region

- Per Capita Income / Average Household Incomes of countries within the region
- Income distributions within the region
- General state of the economy in various countries within the region
- Significance of these economic aspects for marketing in these countries

C. Cultural Environment of the countries within the Region

- Language(s) spoken in various countries within the region
- Religion(s) prominent within various countries
- Specific aspects such as customs, business practices, etc.
- How do these cultural aspects impact marketing activities within the region?

D. Political/Legal Environment of the countries within the Region

- General political system and climate in various countries within the region
- Various laws and regulations that apply to U.S. firms doing business in different countries within the region
- Customs regulations, tariffs, etc. that apply to U.S. businesses. A general discussion pertaining to major product categories is OK; you don't have to list specific tariffs for each product. Present the general numerical range of tariffs, if possible.

E. Financial Environment of the Country

- Currency(ies) being used
- Exchange rates with respect to the U.S. dollar
- Brief historic account of exchange rates with respect to the U.S. dollar
- How do aspects of the financial environment in this region affect marketing activities of U.S. firms?

F. Nature of Infrastructure

- General description of infrastructure in various countries in the region; i.e. presence and quality of road, rail, and air transportation; communication systems; marketing research services; advertising agencies; retail outlets; other relevant aspects
- Internet infrastructure: percentage of population with Internet access, percentage of people who buy over the Internet, significance of Internet-based marketing in these markets.
- What potential effects can the nature of infrastructure in this region have on U.S. firms' ability to market in these countries?

G. Specific Marketing Information (where available)

- Current presence of major U.S. businesses and U.S. product/service areas in these countries
- Overview of U.S. direct investment in the countries
- Nature of U.S. businesses' presence (e.g., discuss some examples of direct investment by U.S. businesses, joint ventures, franchises, etc.)
- Major areas of opportunity for U.S. firms in the region (e.g., what types of products/services are going to be major opportunity areas).
- Current issues and concerns (if any) for U.S. businesses and/or individuals interested in doing business in the region.

H. Relevance of Environmental Factors

In this section briefly address if the key information provided in sections A-G indicates that this is a desirable or an undesirable country for US firms to consider as an international business alternative. Justify your assessment. **(This section is important!). It will also include a summary based on the spread sheet provided and discussed in class and turned in as part of the assignment.**

Please keep in mind that this is a general outline, and you should try to expand upon this and include more relevant information if possible. **Also, individual countries will vary in terms of quantity and quality of information available.** Hence this outline is only meant to provide you with a general description of what is expected from you in terms of this assignment. Within each group of countries, I **don't** expect you to include equal amounts of information pertaining to each country.

This assignment has two parts: (1) an oral presentation and (2) a written (executive) summary.

1. **Presentation:** Each group will have 15 (maximum) minutes for the presentation. **Be prepared for me to cut you off if your presentation is too long, and to lower your grade if your presentation is too short. Where possible, make the presentations interesting and colorful, showing visuals from the countries that are relevant (major aspects of the culture, environment, people, etc.), so that the audience will get a visual feel for the country. However, this is meant to augment the content of your presentation and is not a substitute for it.**
2. **Brief written executive summaries:** Each group is responsible for supplying a copy of their executive overview of their report. These summaries should *not* exceed three double-spaced pages (12 point font; 1 inch margins on each side). Grades are partially determined based on the quality of these summaries. Summaries longer than 3 pages will be graded down. On the final page (not counted against the limit) include a reference page of websites or other sources you used to obtain the information for your oral presentation and written summary. Graphs and Figures also may be included as appendices to the report. The spread sheet provided and discussed in class will be turned in as part of the assignment. (Further information about the specifics of the written summary will be provided at a later date in the class.)

Also, both PowerPoint files used in the presentation to the class and word processing files of the reports should be e-mailed as attachments to the instructor.

LIST OF REGIONS FOR RESEARCH

1. NORTH AMERICA (focusing on Canada and Mexico)
2. PROMINENT MERCOSUR COUNTRIES (Argentina, Brazil, Uruguay, and Chile)
3. SOUTH-CENTRAL AMERICA (Venezuela, Colombia, Peru, and Ecuador)
4. EUROPEAN UNION - North (Norway, Sweden, Denmark, and Finland)
5. EUROPEAN UNION - North-Central (Germany, Netherlands, U.K., and Belgium)
6. EUROPEAN UNION - South (Greece, Italy, France, and Spain)
7. EUROPEAN UNION – Central (Switzerland, Austria, Slovakia, Poland)
8. EASTERN EUROPEAN REGION (Czech Republic, Hungary, Romania, and Russia)
9. MIDDLE EAST / PERSIAN GULF COUNTRIES (Iran, Kuwait, Saudi Arabia, and Turkey).
10. SELECTED SOUTHERN AFRICAN COUNTRIES (Kenya, Tanzania, Botswana, and South Africa)
11. NORTH EAST ASIAN REGION (China, Hong Kong, Japan, and South Korea)
12. SELECTED ASEAN COUNTRIES (Malaysia, India, Thailand, and Vietnam)
13. GREATER OCEANIA (Australia, New Zealand, and Indonesia)
14. Other possible groupings of countries not shown above (with my approval)
15. **GOOD LUCK AND HAVE FUN WITH THE ASSIGNMENT!**

Global Marketing: Course Schedule (Subject to change)

<u>Week</u>		<u>Readings</u>
<u>Week 1</u>	Introduction: Course Expectations Introduction to Global Marketing	Ch. 1
<u>Week 2</u>	Global Economic Environment	Ch. 2
<u>Week 3</u>	Regional Market Characteristics & Trade Agreements	Ch. 3
	Social and Cultural Environments	Ch. 4
<u>Week 4</u>	Social and Cultural Environments	Ch. 4
<u>Week 5</u> 9/17	EXAM 1	
<u>Week 6</u>	Political, Legal & Regulatory Environments	Ch. 5
	<u>Team Information Sheet Due</u>	
	Global Market Research	Ch. 6
<u>Week 7</u>	Segmentation, Targeting & Positioning	Ch. 7
<u>Week 8</u> 10/12	Global Market Entry Strategies	Ch 9
<u>Week 9</u>	EXAM 2	
	FALL BREAK!	
<u>Week 10</u>	Brand and Product Decisions	Ch. 10
<u>Week 11</u>	Global Marketing Communications Decisions I	Ch. 13
<u>Week 12</u>	Global marketing Communications Decisions 11	Ch. 14
<u>Week 13</u>	Global marketing and the Digital Revolution	Ch. 15
	Strategic Elements of Competitive Advantage	Ch. 16
<u>Week 14</u> 11/19	EXAM 3	
	THANKSGIVING HOLIDAY!	
<u>Week 15</u>	<i>Student presentations and participation</i> ALL WRITTEN & ELECTORONIC VERSIONS OF GROUP PAPERS, AND GROUP PEER EVALUATION DUE <u>BEGINNING</u> OF CLASS. <i>Student presentations and participation</i>	
<u>Week 16</u>	TBA	
<u>Final Exam</u>	FINAL EXAM	