

MKT 7880 Global Marketing

Department of Marketing & Management Sciences
Cotsakos College of Business
William Paterson University

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DESCRIPTION OF COURSE: The emergence of global organizations, companies that view the entire world as their market, is an important development in marketing. This course provides a comprehensive overview of the marketing of products and services by global organizations, with emphasis on international culture, the marketing mix, and marketing strategy. Projects deal with the problems of and opportunities for specific products in specific countries and the world.

COURSE PRE-REQUISITES: MKT 6080, or equivalent

COURSE OBJECTIVES: The overall goal of this class is to introduce students to the complexities faced by a company/organization as it markets its goods, services, and/or ideas in foreign countries. The specific objectives for student learning under this broad goal are:

To understand how companies research their market potential in another country.

To comprehend market entry decisions, based upon market factors.

To understand how a company decides on standardization/localization of marketing concepts and structures, based upon internal factors.

To comprehend how external factors, in particular the differences in culture among countries, lead to adjustments in the marketing mix for a product, service, or idea.

To understand the choices companies make in deciding how to manage the marketing efforts in far-flung countries.

STUDENT LEARNING OUTCOMES: Upon completion of this course, students will be able to:

Perform a country audit for a given marketing target, using research tools such as library resources, information available on the WWW, etc.

Compare and contrast the similarities and differences in the marketing of a single product/service/idea between two countries. Here, students will be able to explain the dimensions of standardization/localization and the motives behind it.

Integrate various theories presented in the course into a logical plan for the marketing of a product in another country.

Offer rationale for the decisions made in a situation on the structure of the management of international marketing operations.

COURSE READINGS

- **International Marketing**, 10th Edition, Czinkota and Ronkainen, South-Western CENGAGE Learning
- Case study will be available for purchase from Harvard Business School Publishing.
- Supplemental articles. These will be assigned and distributed as the course progresses.

COURSE ELEMENTS

Class Participation

You are expected to attend class regularly and participate in everyday class discussion. You must be prepared to discuss the assigned chapter readings, articles and cases at all times. Feel free to use participation as a way of getting any questions answered or sharing an insight or comment. It's likely that if you're wondering about something, others in the class feel the same way. Participation should be enjoyable and also help you to learn. At the same time you can also learn a lot from hearing others comments and responding to them. Class participation and attendance count for 10% of your grade, so take them seriously!

Readings

The text and article readings are important and should be read before class. The text will provide you with much more detailed information than you will get from the lectures. This will make everything easier to understand and will help you prepare for classes and examinations.

Case Study

There will be one written case study in this course. A case study allows you to analyze an actual situation in marketing and develop a list of problems, as you would in real life. This is an individual assignment. The page limit is 2 pages (1 inch margins, 11+ point font, double-spaced). We will discuss in class exactly what is required. The due date for the case is noted on the class schedule. *It's a great idea to ask the Writing Center to review a draft of the case before you submit it.*

Note: over-length and late cases will be penalized. The penalty for late cases is a 10% deduction for each day late.

Group Project

Students will form groups for the group project. There is one project for this course:

International marketing plan. For the project, each group is to develop an international marketing plan for a U.S. – based company that intends to enter a foreign market. Specifically, your group is responsible to conduct a feasibility study for this company's product / service in this foreign country and to recommend a course of international marketing action.

The group work is expected to be completed by a team of several students. Please act professionally and responsibly to achieve your common objectives. To avoid free riding, students will evaluate fellow group members' contribution by the end of this semester. Your individual grade of group project will be adjusted to reflect your peers' assessment of your contribution to the group project.

Examinations

There will be a midterm and a final exam. All exams consist of multiple choice and written questions. Questions will be based on both lectures and the readings, including the supplemental articles. The dates of the midterm and final are shown in the class schedule.

Article Presentation (if we have more students than expected, this will become a group project)

You are going to provide a class presentation on an article relating to global marketing.

Personal and Contact Information

Please submit the following information on the 2nd class:

- given name or name by which you wish to be called.
- nationality and languages besides English.
- brief description of your work experience.
- a recent picture of yourself. (It's OK to scan the picture from your i.d. card.)

Please note that I will be using your WPU email address for any communication.

GRADING WEIGHTS

	Total per element
Case	100 points
Group project	200 points
Midterm	200 points
Final	300 points
Class Participation and attendance	100 points
Article Presentation (maybe Group)	100 points

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NOTE: ALL COURSE WORK MUST BE ORIGINAL AND WRITTEN IN YOUR OWN WORDS. YOU MAY QUOTE OTHER AUTHORS WHEN NECESSARY BUT THEY MUST BE APPROPRIATELY REFERENCED. ANY CASE OF CHEATING OR PLAGIARISM WILL RECEIVE A GRADE OF 0 (OR F) AND BE REFERRED TO THE COLLEGE FOR DISCIPLINARY ACTION.

Please give me a paper copy of your individual case. You will also submit a soft copy, which will be used to check for plagiarism. If you have any questions or concerns about this, please let me know.

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OTHER COMMENTS

Please feel free to make appointments to see me at other times. I am happy to help with any course-related problems, discuss global- marketing and business issues, or provide career-related advice. I would also appreciate any suggestions you may have regarding course content or approach.

TENTATIVE CLASS SCHEDULE

Chapters listed are from Czinkota and Ronkainen. Chapters may also have supplemental readings (newspaper and magazine articles). You should read the assigned chapters and handouts before the relevant class. We will not hold to this schedule exactly so you will be informed of any changes as the class proceeds.

Sections: Activities

- 1: Orientation and “The Competitive Advantage of Nations”; “Integrated Strategy: Market and Non-Market Components”
 - 2: **“Korean Development and Western Economics”; “Daewoo and the Korean Chaebol”; “Wall Street Journal (12/8/1997)”**
 - 3: Chapters 1 and 4
 - 4: Chapters 5 and 2
 - 5: Chapters 3 and 6
 - 6: Review for the Midterm Exam
 - 7: **Midterm Exam**, Go through the Exam
 - 8: “Chinese Table Manners: You are How You Eat”; “McDonald’s in Japan: Changing Manners and Etiquette”; “The Gender Paradox: Recreating “the Family” in Women’s Migration”
 - 9: “Cell Phones, Sharing, and Social Status in an African Society”; “Images: Producing Culture for the Market”; “Do Muslim Women Really Need Saving”
 - 10: “The West: Unique, Not universal” and **Case Study**
 - 11: Movie and International Marketing Plan Preparation
 - 12: Chapters 7 and 8
 - 13: Chapters 9 and 10
 - 14: Chapter 18 and **International Marketing Plan Presentations**
- Final Exam will be held during the Final Exam Week**

HONESTY AND ETHICS:

It is important that all students abide by standard policies regarding academic honesty. Academic *dishonesty* includes: cheating, plagiarism, allowing others to copy from you, interfering with another student’s work, and collusion in dishonest acts. These acts undermine the college's educational mission and the students' personal and intellectual growth. WPU students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned. If you have questions regarding what is appropriate, please make sure you see me or ask in class, and consult the university catalog.