2017

MKTG 626-W27 Global Marketing

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Mission
Mission statement—“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

CLASS COMMUNICATION
I will use the announcements function in canvas for most communications in this class. Please make sure that you are checking canvas regularly.

Course Objectives
The Marketing course is designed to meet the objectives that MBA students must accomplish to graduate. Specifically, students who successfully complete the class should be able to:

• Identify, develop, evaluate and implement global business strategies that are essential for successful management
• Understand the structure and methodology for analyzing the global external environment and then create responsive strategies
• Understand the methods and concepts of determining the strengths, weaknesses, and strategic problems of the organization
• Understand how to create customer-oriented business strategies with a relevant, meaningful and sustainable value proposition
• Understand how to select investment or disinvestment levels for existing product-market business areas and to chart growth directions.
• Understand how an organization’s structure, systems, people, and culture contribute to strategic success.
• Identify organizations’ global environment components and understand their respective impact(s) on marketing effectiveness
• Analyze global marketing opportunities across the 4Ps of Marketing
• Develop awareness of the pervasive and hidden influence of culture on marketing.
• Develop a familiarity with the types of situations and potential strategies that marketers often encounter when working internationally.
• Understand the principles of ‘Understand, Create, Deliver and Manage.’—this is a B to B marketing philosophy that we will explore in this class.

Course Description
The course content assumes you have developed a more than basic understanding of marketing and business concepts. The course is designed in a cumulative fashion, meaning that you must consider each topic in the context of the topics that preceded it.
Required Text:

There is one (1) required text:

(ISBN 978-0073529974). Or you can utilize a used copy of the 15th Edition (ISBN 978-0073529943) (16th Ed is as low as $9.04 on Amazon (but goes up quickly to over $30.00) – used; the 15th Ed starts at ~$5.30 – the 30th book listed is $19.99!) (we will not utilize the book enough to warrant a new version – please do not purchase a new book!)

But I will use material from several other sources such as: (don’t purchase the following books!)


LEARNING GOALS – WILLIAMS COLLEGE OF BUSINESS: MBA PROGRAM

Strategic Thinking and Leadership

Learning Goal: WCB MBAs will be able to position organizations in chosen market areas, compete successfully, and satisfy stakeholders with the objective of achieving superior organizational performance.

Corresponding Objectives:

1. MBA students will demonstrate the appropriate knowledge of accounting, finance, management, marketing, and strategic integration.

2. MBA students will demonstrate the ability to articulate a vision and set and prioritize strategic objectives.

3. MBA students will formulate business strategies utilizing their understanding of the key functional areas of business.

4. MBA students will practice and assess their capacity to influence others, collaborate, and encourage cooperation toward organization goals.

Global Perspective and Cultural Diversity

Learning Goal: WCB MBAs will be able to work across cultural boundaries, whether these are geographical or societal, in that they possess a recognition and appreciation of the global environment of business and an understanding and appreciation of diversity.

Corresponding Objectives:

1. MBA students will evaluate and integrate economic, political, technological, environmental and societal issues into their decision making and show competencies required to compete in the global environment in their analyses.

2. MBA students will incorporate the concepts of global diversity and inclusiveness in their analyses and decision making.
Ethics and Social Responsibility
Learning Goal: WCB MBAs are able to foster an ethical climate in their roles and responsibilities in business and society.

Corresponding Objective:
MBA students will recognize ethical issues and demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

Critical Thinking
Learning Goal: WCB MBAs are able to clarify problems, generate and evaluate alternatives using appropriate analytical and quantitative techniques, and draw conclusions.

Corresponding Objective:
MBA students will evaluate organizations and recommend optimal strategies and actions demonstrating their ability to understand context, frame problems and use appropriate analytical and quantitative techniques.

Effective Written and Oral Communication
Learning Goal: WCB MBAs are proficient in written and oral communication.

Corresponding Objectives:
(1) MBA students will demonstrate their ability to clearly summarize issues and support decisions in writing.
(2) MBA students deliver professional presentations accompanied by the appropriate technology.
(3) MBA students demonstrate effective interpersonal communications skills in a team setting.

Course Policies
Remember, as a college student you are ultimately responsible for your educational advancement.

- **Show up on time and stay through the end of class.** When you arrive late or leave early, you’ll always interrupt the discussion. Let me know ahead of time if you know you’ll be delayed or if you must leave early. Again, this is a professional courtesy and doesn’t excuse your absence. **Leaving early is an unexcused absence.**
- Treat each other with the professionalism and respect required of us in our careers. Participants are encouraged to ASK questions, to CHALLENGE each other and the instructor, and to REFLECT upon the material presented. Practice common courtesy (e.g., turn off cell phones, avoid eating in class) and good listening skills at all times.
- **Student rights and responsibilities:** The maintenance of academic standards and integrity includes the obligation not to cheat or plagiarize. A student who uses a dishonest or deceitful means to obtain a grade is guilty of cheating; a student who submits another’s work as one’s own without adequate attribution is guilty of plagiarism. Identical work will earn a grade of zero.
- Any student proven to have done other than their own work will receive a **failing grade for the course** (not just for the assignment in question).
- Your instructor will do all the grading of quizzes, exams, papers, and projects. Assessment and assignment of final grades are also the responsibility of the instructor. **No late assignments will be accepted without prior approval.**
- All work should be typed (using 12-pt font and submitted on the due date.
- All assignments must be completed with a passing grade to receive a passing grade in the course.
- Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor. Every effort will be made to provide any changes to the class in writing. Verbal notification at a class meeting, however, will constitute sufficient notice.
• **Students with disabilities** who require accommodations (academic adjustments, auxiliary aids or services) for this course must inform the instructor as to their needs for this course.

**GRADING:**

Grades will be returned with the greatest possible speed, but they not be as quick as your prefer! *My evaluation expectations are high.* An “A” in the course reflects truly excellent and consistent performance. I don’t give any D’s C’s or B’s!

<table>
<thead>
<tr>
<th>Points</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100% Exceptionally high achievement</td>
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<tr>
<td>A-</td>
<td>90-93.9% Very high achievement</td>
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<tr>
<td>B+</td>
<td>87-89.9% High achievement</td>
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<tr>
<td>F</td>
<td>0-73.9% Failure; Unsatisfactory work, failure to complete work, excessive absences.</td>
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<table>
<thead>
<tr>
<th>Points</th>
<th>Activity</th>
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<tbody>
<tr>
<td>100</td>
<td>Team Project – Presentation and Paper on a Marketing Plan</td>
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<tr>
<td>100</td>
<td>Participation</td>
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<tr>
<td>100</td>
<td>Team Project – alternative ‘position’ / presentation</td>
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<td>300</td>
<td>TOTAL</td>
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**EXAMS:**

Since there are no objective exams, therefore, no make-up exams are given.

**Marketing Project:** The purpose project/paper is to demonstrate that you (in teams) understand the strategy (and selected tactics) of doing a marketing plan.

The project will be a team paper based on a business that you ‘invent’ or it can be real company (preferred).

Goal - to complete a project of creating a basic international marketing business plan as follows: market (sell) one American product (product type) into a national foreign market other than Canada or Mexico. Or market (sell) one foreign (non-American product) product (product type) into the U.S. The written report is to be **no less than 15 pages**, (but it is about quality – you can easily do 25-30 pages to do a very good report) size 12 type, 1 ½ spaced; excluding appendices and with properly documented references (**must utilize APA style**). Your organization must be a **U.S. organization** that is looking to expand overseas. (real or imagined, but realistic) **or a foreign entity entering the U.S. market**.

The project, which is a Marketing Plan, should include information from the following categories:

- Target market – country, culture, demographics and economy
- Business environment – PESTEL – political, economic, legal and regulatory contexts, social, technological, ecological and ethical factors **with a summary as to what facts from the PESTEL analysis will positively effect your business plan**
- Customers (segment), competitor analysis, SWOT sales/revenue forecasts, segmentation, and positioning
• Acknowledge or emphasize the **national cultural issues** in doing business in your target country – include cultural metaphors where possible

The goal of the project is for you to realize that there is great complexity in creating a marketing plan for an overseas opportunity. In addition, a good plan requires a **good (to excellent) understanding of the cultural aspects** of the target market (the “S” in PESTEL).

**Due date of the team Project/Paper:** August 9th presentation in class.

Presentation to class; paper or powerpoints with notes to instructor. Please do not use google docs where you can’t add notes to the ‘powerpoint’ type format.

On the 9th each team will present their ‘project’; findings, etc. Then we will ‘switch’ the projects to alternative teams to ‘improve’ the findings or create/suggest a different approach. The final presentation will be on the 23rd of August.

**CASES:**
The purpose of the case analysis is to demonstrate **critical thinking skills** as well as comprehension and application of course materials. We will utilize several cases in class.

**ATTENDANCE AND PARTICIPATION:**
I will work with you to create an active and participative learning environment. I believe that you should demonstrate the habits and skills that are important in the work place. Therefore, you are expected to:

- **Attend each and every class.** Let me know ahead of time if you need to miss class. Please understand that letting me know is a professional courtesy and does not excuse your absence.
- **Show up on time and stay through the end of class.** When you arrive late or leave early, you’ll always interrupt the discussion. Let me know ahead of time if you know you’ll be delayed or if you must leave early. Again, this is a professional courtesy and doesn’t excuse your absence.
- **Prepare assignments in advance.** Prepare to discuss all readings and cases in class on the date they are listed.
- **Contribute to the day’s discussion.** We will discuss the assigned cases and readings in class. In addition, I’ll allocate the first 10 minutes of most sessions with an opportunity to discuss current developments in business from around the world.

**Life Happens:**
The above ‘rules’ concerning attendance are just that – rules, but ‘life happens’. If you have issues; getting married, emergency surgery, death in the family (let’s hope not), serious illness of a close family member, or any other issue that effects your ability to receive a good grade in the class, please let me know. I will work with you as best as I am able.

**DISABILITY SERVICES**
Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me by sharing their Accommodation Letters with me at the beginning of the semester either during office hours or by appointment. Disability related information is confidential. If you have not previously contacted Disability Services, I encourage you to do so by phone at 513-745-3280, in
person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail to Cassandra Jones at jonesc20@xavier.edu, to coordinate reasonable accommodations as soon as possible as accommodations are not retroactive.

It is my goal that this class be an accessible and welcoming experience for all students. If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, contact me to arrange an appointment to share your Accommodation Letters from Disability Services and to discuss your needs. Disability related information is confidential. If you have not contacted Disability Services (located in the Learning Assistance Center) to arrange accommodations, I encourage you to do so by contacting Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.

Canvas:
We will use Canvas this semester on a limited basis. The instructor should be able to contact you using the email you have in Canvas. It (Canvas) will be used to post course information, class PowerPoint slides, announcements, and other information. Grades will not be posted (on Canvas). Plan to check the Canvas course page at least once a week.

The course schedule is as follows:

<table>
<thead>
<tr>
<th>Concepts</th>
<th>CLASS ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/28</td>
<td>Review case writing skills; citations; references; Outline of Marketing project; Grading process</td>
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<tr>
<td></td>
<td>Teams Determined</td>
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<td></td>
<td>Analysis in order to do a marketing plan.</td>
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<tr>
<td>7/4</td>
<td>Xavier closed</td>
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<tr>
<td>7/5</td>
<td>Results of the analysis and alternative issues.</td>
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<td></td>
<td>Film in class – Cialdini – Persuasion/Influence</td>
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<td></td>
<td>Read article: “Cialdini harnessing the science of persuasion” under ‘articles for class’</td>
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<tr>
<td>7/12</td>
<td>Team Assignment</td>
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<tr>
<td>7/19</td>
<td>Chapter 2: Dynamic Environment of Int’l Trade</td>
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<td>Chapter 3: History &amp; Geography…</td>
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<td></td>
<td>Chapter 4: Cultural Dynamics in Assessing Global MKTS</td>
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<td>Read articles: Goffee jones what hold the modern” &amp; “hall the silent language” (both are on canvas under “Articles for class”)</td>
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<tr>
<td>7/26</td>
<td>Chapter 5: Culture Management Style &amp; Business Systems</td>
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<td>Chapter 6: The Political Environment</td>
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<td>Chapter 7: Int’l Legal Environment</td>
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<tr>
<td>Date</td>
<td>Events</td>
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| 8/2  | Chapter 8: Global Marketing Research  
Chapter 9: Emerging Markets |
| 8/9  | Chapter 12: Products & Services for Consumers  
Chapter 13: Products & Services for Businesses  
Chapter 14: International Marketing Channels |
| 8/9  | Team paper/project due |
| 8/16 | Chapter 17: Personal selling and Sales Management  
Chapter 18: Pricing for Int’l Markets |
| 8/23 | Final Class presentations of Marketing Project |
| 8/29 | Final Grades due by 9 AM |

**Film:**  
- Communication Gender & Culture  
- Developing cultural intelligence  
- Roots of cultural differences  
- Cultural matters  
- Communication Direct vs Indirect  
- Cultural intelligence for life  

**Read articles:**  
- “Weiner what executives should know” and “Weiner’s guide to political evaluation” Article under “Article-political risk-Werner” (on canvas)  
- “Sam’s restaurant Market research” under “Sam’s Restaurant” (canvas)  
- “jacobys consumer research” (old but classical) (under ‘articles for class’)  

**Read excerpt:** (under ‘articles for class’ in Canvas) “Marketing Channels”  

**Review documents** on Canvas under “Sales & Sales Mgt info”  
- “Rackham increase sales”  
- How to Pull it off by Nagle  
- Marn and rosiello managing price (all three are under ‘articles for class’)  

**The presentation are ‘alternative’ theory / concept of another teams’ marketing plan**