Global Marketing Monday’s 6:30-9:15

Room: Hughes Hall 208

Instructor: Professor Anthony DeFrancesco

Office Hours: By appointment

Contact Information:
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Required Text: Global Marketing 7e
Warren M. Keegan/Mark Green

Softcover, 568 pages

Course Introduction:

This course investigates the role of marketing and marketing management in international environments. It focuses on the distinction between the various marketing activities in a domestic setting versus the impact of the cultural, political, legal, geographic and economic issues faced in different countries and regions of the world. Strong emphasis will be placed in this course on creating among students a multicultural perspective with which to view the development of marketing plans and strategies in international business.
REQUIRED READINGS

1. Global Marketing (Keegan) Text
2. Lecture Materials and handouts and content that will be posted on Blackboard.

SUPPLEMENTARY AND SUGGESTED READINGS

- Handouts and materials posted on BB
- Global Trade Magazine: published by Abundant Life Media, Inc.
- Global Edge MSU: http://www.globaledge.msu/ibd.asp (see page 24 of text for navigation procedures)
- World Trade Organization, United Nations, IMF, World Bank, EU Websites
- Journal of International Business, Journal of International Marketing, Advertising Age International
- Business Asia, Business China. Business Latin America, Business Europe
- The Economist, Wall Street Journal, Financial Times

COURSE OVERVIEW: The United States comprises just 5% of world population and 18% of the world economy. Thus, the great majority of business is conducted outside the USA. Business conducted internationally requires consideration of a far greater range of variables and relationships than business conducted in the United States. As companies intensify their global presence, the need to understand the economic, political, legal and cultural differences increases, as does the imperative for effective and sustainable global marketing strategies. Accordingly, this course provides an overview of the environments, markets, institutions, challenges, strategies, and operations of international and cross-cultural business; the globalization of business and associated challenges posed for the competitiveness of the modern enterprise; and the orientations, global marketing strategies, and tactics appropriate for international business success. This course is intended to provide tools and frameworks to help prepare students to succeed on a global stage.
Course Design and Objectives:
1. Introduce and expand on fundamental marketing management concepts and actionable techniques applied to an international marketplace. Contrasts between domestic and international marketing will be a backdrop.
2. Learn the highly important and pivotal role of culture in determining the nature of international operations.
3. Examine the major challenges, issues and problems in marketing to developing countries with an emphasis on ethics and the human cost that needs to be understood and mitigated.
4. Develop an understanding of trends and drivers toward globalization and its implications for businesses.
5. Enable students to construct and deliver a written marketing plan for the introduction of a specific product or service into a foreign market.
6. Enable students to construct and deliver a comprehensive and effective audio/visual presentation of the written marketing plan with a focus on strategy and execution.
7. This course provides students an opportunity to apply fundamental marketing theories and academic concepts in dynamic and often complex and volatile global environments.

Skills Developmental Goals: Upon conclusion of this course, students should:

- Understand the institutional framework and policy management of international relations.
- Understand risk assessment and strategic analysis of nation states.
- Understand global marketing strategy development for both entering new markets and growing/sustaining current markets.
- Understand organizational issues and concerns of the transnational enterprise.
- Become sensitized to the urgency and challenges of global marketing.
- Have a substantial understanding of the fundamentals of global marketing with respect to the environments and consumers in major world markets.
- Understand basic managerial requirements for the successful performance of firms in international business;
COURSE MATERIAL: The course will primarily consist of lectures, outside readings, case studies and analysis, video presentations, interactive broad-based discussions, written assignments, 2 chapter based material exams and a global marketing plan presentation. Since it is assumed that you will have read the assigned textbook readings, the lectures will be designed to focus and embellish the major concepts.

EXAMS
Two chapter based exams will be given as indicated in the course schedule to maximize learning and evaluate your performance. The exams will also cover material from the text, cases, videos, and material in the lectures not necessarily presented in the text.

CASE STUDIES
We will discuss the class assigned cases from the text on the indicated days in order to reinforce material from the text and lectures. These cases are to be read and the student should come to class prepared to discuss. No write-ups are required.

REFLECTIVE JOURNALS
It is highly recommended that students keep a reflective journal of class notes, case study preparation notes and applied assignments material, so that the student contributions to class discussions can be documented, effectively interactive and structured. Reflective journals can be used to contribute to class participation grade component.

COURSE POLICIES, PROCEDURES AND OTHER COMMENTS:

1. If you become aware of any situation that would cause you to miss a class session or assignment due date please advise the instructor.
2. As the class lectures are designed to be highly interactive discussions each student should come to class prepared to participate in a comprehensive manner. Reading assignments and homework must be accomplished as indicated to ensure in-depth and relevant discussions.
3. Respecting the opinions of others and being open to new ideas is important for all participants.
4. Please refrain from conducting private conversations while the instructor or students are speaking. No cell phones, mp3 players, or other similar devices are to be used in class. Use of IPADS or computers or i-phones will be acceptable and in fact encouraged only if used for note taking and research to contribute to class discussions.

5. Missed assignments or missed exams are not acceptable and will be assigned a 0 grade. Late assignments in extenuating circumstances may be permitted with advance notice to, and permission from, the instructor. If any emergency arises please let me know and I will always do my best to make special accommodations wherever possible.

6. Withdrawal Policies: As per Fordham University policy.

7. Incomplete Grades: As per Fordham University policy.

8. Style format for all papers are to follow MLA standards.

9. Contact: My preference is that students contact me via e-mail and I will try to respond to e-mails within 24 hours. Students should also feel free to contact me by telephone should the need arise.

10. STUDENTS ARE REQUIRED TO CHECK E-MAIL AND COURSE ANNOUNCEMENTS AND BLACKBOARD ON A REGULAR BASIS. NO EXCUSES WILL BE ACCEPTED FOR FAILURE TO FOLLOW THESE INSTRUCTIONS.

Academic Integrity: Please make sure you understand and follow Fordham University’s policy on academic integrity, academic honesty and plagiarism. Violations are taken very seriously and could likely result in a failing grade and other serious sanctions. As required by University Academic Integrity policy any suspected academic dishonesty will be reported to the Academic Chair of Integrity for action accordingly. See the Fordham University Undergraduate Policy on Academic Integrity for specifics.

COURSE STRUCTURE

Class Attendance and Participation

Attendance and active participation in all aspects of the course are essential for maximizing your learning from the course. The quality and quantity of participation will be monitored in each class and will contribute to the final
grade. Note that participation grade component is not a given and that participation points have to be earned. Of course attendance is critical to achieving participation grade points. Should any unplanned circumstances or emergency arise please contact me and I will always do my best to make special accommodations where possible. Use of individual reflective journals is also a mechanism to contribute to participation grade.

**Lecture and In-Class Activities**

Again lectures will be designed to stimulate interaction and will be used to embellish on core concepts, theories and principles. Video clips, handouts, web visits and current event materials will also be used to illustrate and highlight lecture content. Case study analysis and other experiential exercises will be conducted to help develop relevant hands-on/applied skills you will need to become an effective individual contributor and manager in a global business context.

**Assignment Due Dates**

Due dates for readings, assignments and take home exams as applicable are posted in the syllabus schedule. Students are expected to make every effort to complete assignments on time.
Grading

Grades will be based on performance and results in individual assignments, midterm and final exams, case study discussions and overall and participation effectiveness.

Grading:
Midterm 20%
Final 30%
The Marketing Plan 30%
Homework 10%
Class Participation 10%
Class Participation Bonus 5% Add directly on to grade
Exams will be essay format for the most part. Negotiable

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Writing Skills

It is expected that written work be comprehensible and grammatically correct. Please note that points will be deducted for spelling and grammar mistakes. Poor writing skills will hurt on the job as well as in the classroom. The Writing Center is a valuable student resource that is available to help students with their writing skills development.
Course Schedule and Readings

9/4  Course Introduction, Global Marketing and International Business overview discussion, Professor Introduction, Student Introductions and input to course (Wednesday =Monday Scheduled Class)
9/9  Chapter 1: Introduction to Global Marketing
9/9  Chapter 2: Global Marketing Environment
9/16 Chapter 3: Global Trade Environment Case 1.2 McDonalds
9/23 Chapter 4: Cultural Dynamics in Assessing Global Markets Case 4.2 Disney
9/30 Chapter 5: Political, Legal, Regulatory Case 5.1 Cuba
10/7 Chapter 6: Global Information Technology Systems and Market Research Case 6-1 Coach
10/7 Chapter 7: Segmentation, Targeting, Positioning Case 7.1 BOP
10/14 Columbus Day Holiday
10/21 Chapter 8: Importing, Exporting, Sourcing Case 8.2 Asian Shoes
10/21 Chapter 9 Global Market Entry Strategies-Licensing, FDI, Strategic Alliances Case 9.1 Starbucks
10/28 Chapter 10 Brand/Product Decisions Case 10.2 Smart Car
11/4 Midterm Chapters 1 to 10
11/4 Chapter 11 Pricing Decisions LVMH
11/11 Chapter 12: Global Marketing Channels and Physical Distribution Case 12-2 Carrefour
11/18 Chapter 13: Marketing Communications: Advertising and Public Relations Case 13.1 BP
11/18 Chapter 14: Marketing Communications Decisions: Sales Promotion, Personal Selling Case 14-2 Lenvo
11/25 Chapter 15: Global Marketing and Digital Revolution
11/25 Chapter 16: Strategic Elements of Competitive Advantage
12/2  Chapter 17: Leadership, Organization, Corporate Responsibility
12/9  International Marketing Plan Presentations
12/16  Final Exam
The International Marketing Plan Team Presentation

The following outline should serve as the guide for structuring the global marketing plan PowerPoint oral presentation. I will accept alterations in format as long as the critical content components are covered.

I. Executive Summary
II. Introduction and or Background
III. International Marketing Objectives and Goals
IV. Situation Analysis including Market Research
   • International Marketplace Environment
   • International Competitive Landscape
   • Internal Company Environment
   • SWOT
V. International Target Market(s)
VI. Marketing Mix Strategies and Plans
VII. Conclusion

List all source materials and references. Include Appendix for relevant supporting information such as tables, charts, graphs, pictures, key statistics, etc. Grading will be based on content, comprehensiveness, analysis and insight and overall professionalism.