

GLOBAL MARKETING (11:373:402)
SEBS, Rutgers University
Spring

Instructor: Prof. Ramu Govindasamy (Prof. Govind)
Department of Agricultural, Food & Resource Economics
Rm #103, Cook Office Building, SEBS
Tel: (848)-932-9192; Email: Govindasamy@aesop.rutgers.edu
Home page: <http://dafre.rutgers.edu/documents/ramu/agmkt.htm>

Pre-requisite: (1) 11:373:121 or 01:220:102 Microeconomics
(2) 01:220:103 Macroeconomics
(2) 11:373:231 Agribusiness Marketing

Course Description and Learning Objectives: Global Marketing is an upper-level, managerially oriented course that addresses these challenges with three primary objectives:

- 1) expose students to the different socio-cultural, economic, and geopolitical environments in which global marketing strategies and programs are formulated and implemented;
- 2) examine the cumulative impact of changes in these environments on marketing opportunities and threats;
- 3) help develop relevant management skills for planning and expanding activities in global markets.

Academic Integrity: Standards of academic conduct are set forth in the University's Academic Integrity Code. By registering, you have acknowledged your awareness of the Academic Integrity Code, and you are obliged to become familiar with your rights and responsibilities as defined by the Code. Please see me if you have any questions about the academic violations described in the Code, which is available online at: <http://academicintegrity.rutgers.edu/>

Attendance: You are required to attend classes regularly. All homework assignment will be given in the class. You are responsible to get the assignment from others if you are absent on that day. Use university absent reporting system if you are unable to attend the class. Do not email the reasons for your absence.

Email: Please do not enquire your grade via email. It is the university policy that under no circumstances instructors are permitted to transmit grade via email. All your midterm grades will be made available in the class or on Sakai and the final course grade will be posted on the Rutgers web site within 48 hours after the final exam. When I make announcement in the class, the same information will be posted in Sakai and if you ask for the same information via email, sorry, I will not respond.

We will read articles from *The Wall Street Journal* and *The New York Times* covering current events in the global marketplace to relate breaking news to the classroom experience. By the end of the semester you will have gained knowledge of marketing theory, practice, and application. You will also understand how global marketers create knowledge in the form of perceived value for their customers.

Readings: It is your responsibility to read the assigned readings before coming to class. See the course outline below for reading assignments.

The primary text selected for this course is:

Keegan, Warren J. and Mark S. Green. *Global Marketing*, Upper Saddle River, NJ: Prentice-Hall, Eight Edition.
ISBN-13: 9780133545005

Supplemental reading:

The Wall Street Journal is a “must read” for students of global marketing. I suggest that class members consider subscription to the Journal at reduced rates (subscription forms can be obtained by calling 1-800-JOURNAL). Students can also access Wall Street Journal through Rutgers Library. At a minimum, students should follow page 1 stories that offer in-depth report on topics covered in the text, which can be accessed through web.

Evaluation:

During the semester you are expected to develop skills in applying concepts, tools, and knowledge of the world/market environment to actual global marketing situations. Written, in-class exams will provide students with the opportunity to demonstrate mastery of analytical skills and concepts introduced in readings and lectures. In addition, the course includes team and individual written components.

The course grad will be based on 100 possible points.

Two exams @20% each	40
Marketing plan and presentation	30
Quizzes	20
Class participation/attendance	10
Total	100

Final letter grades will be assigned according to the following criteria:

Grading Scale:

A = 90 % and above
B+ = 85%-89%

B	= 80%-84%
C+	= 75%-79%
C	= 70%-74%
D	= 61%-69%
F	= 60%and below

The above criteria will be used to give the student the “benefit of the doubt” whenever possible. Outstanding work in some aspects of the course can lead to partial discounting of poorer work elsewhere. The final grade is designed to reflect consistency of overall performance, improving performances and contributions to the course.

Course Outline and Assignments

<u>Class Meetings</u>	<u>Reading/Discussion Assignment</u>
1	Course Introduction and Framework Grading Policies Discussions
1	Chapter 1 – Introduction to Global Marketing Overview of Marketing Global Marketing: What it is and What it Isn’t The Importance of Global Marketing Management Orientations Factors Affecting Global Integration and Global Marketing Case 1-1: The Global Marketplace: The Assignment Case 1-2: McDonald’s Expands Globally While Adjusting Its Local Recipe Case 1-3: Acer Inc.
2	Chapter 2 – The Global Economic Environment Case 2 -1: The Global Economic Crisis: The Assignment Case 2-2: One Laptop Per Child Case 2-3: From Communism to Capitalism: Vietnam’s Economic Transformation
2	Guidelines for Developing a Global Marketing Plan Marketing plan group meet.
3	Chapter 3 –Regional Market Characteristics and Preferential Trade Agreements Case 3-1: The United States and South Korea Sign a Free Trade Agreement: The Assignment Case 3 -2: Ecuador’s Galapagos Islands and Ecotourism
3	Chapter 4 – Social and Cultural Environments Case 4-1: Disney Adapts to Cultural Differences: The Assignment

Case 4-2: Fair Trade Coffee: Ethics, Religion, and Sustainable Production

- 4 Chapter 5 – The Political, Legal and Regulatory Environments
Case 5-1: America’s Cuban Conundrum: The Assignment
Case 5-2: Gambling Goes Global on the Internet
- 4 Chapter 6 – Global Information Systems and Market Research
Case 6-1: Market Research Transforms Coach: The Assignment
Case 6-2: Research Helps Whirlpool Act Local in the Global Market
- 5 Chapter 7 – Segmentation, Targeting, and Positioning
Case 7-1: Cosmetics Giants Segment the Global Cosmetics Market: The Assignment
Case 7-2: Carmakers Target Gen Y
Case 7-3: The Youth of the Word Proclaim, “We Want Our MTV!”
- 5 Group Meeting and Discussion
- 6 Exam 1
- 6 Group Meeting and Discussion for Preliminary Presentation
- 7 Preliminary Presentations by Groups 1 and 2
7 Preliminary Presentations by Groups 3, 4 and 5
- 8 Group meet to prepare draft marketing plan due
- 8 Group meet to prepare draft marketing plan due
- 9 Chapter 8 – Importing, Exporting and Sourcing
Case 8-1: Asian Shoe Exports to Europe: The Assignment
Case 8-2: A Day in the Life of an Export Coordinator
- 9 Chapter 9 – Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances
Case 9-1: Starbuck’s Global Expansion: The Assignment
Case 9-2: Jaguar’s Passage to India
- 10 Chapter 10 – Brand and Product Decisions in Global Marketing
Case 10-1: Suzion Energy: The Assignment

- 10 Case 10-2: The Smart Car
Chapter 11 – Pricing Decisions
Case 11-1: Dacia Logan: The Assignment
Case 11-2: LVMH and Luxury Goods Marketing
- 11 Chapter 12: Global Marketing Channels and Physical Distribution
Case 12-1: Tesco Expands in the United States: The Assignment
Case 12-2: Carrefour Expands Abroad
- 11 Chapter 13: Global Marketing Communications Decisions I:
Advertising and Public Relations
Case 13-1: Advertising, Public Relations, and the 2008 Beijing
Olympics: The Assignment
Case 13-2: Scotch Whisky in China: A Taste of the Good Life
- 11 Chapter 14: Global Marketing Communications Decisions II:
Sales Promotion, Personal Selling, Special Forms of
Marketing Communication
Case 14-1: Lenovo: The Assignment
Case 14-2: Marketing an Industrial Product in Latin America
- 12 Chapter 15: Global Marketing and the Digital Revolution
Case 15-1: Global Marketers Use Social Media: The Assignment
Case 15-2: eBay in Asia
Case 15-3: Barry Diller and IAC/InterActiveCorp
- 12 Chapter 16 – Strategic Elements of Competitive Advantage
Case 16-1: IKEA: The Assignment
Case 16-2: Kodak in the Twenty-First Century: The Search for the
New Sources of Competitive Advantage
Case 16-3: LEGO
- 13 Exam 2
13 Group meet and prepare for final presentation
- 14 Final Presentations by Groups 5 and 4
14 Final Presentations by Groups 3, 2 and 1
14 Final International Marketing Plan due.

International Marketing Plan:

The class will be divided into sub groups. Each sub group will be responsible for developing marketing plans for pre-selected products consisting of the following topics: Executive summary, Export Readiness, Food and Agricultural Outlook, International Marketing Analysis, Select Market Entry Strategy, Promotional Strategies, Goals and Budgets, Conclusions. Some of the most commonly used literature and data sources

include Econolit, ABI Info, Dow Jones, Compustat, ERS/USDA, Moody's Industrials, and trade publications such as Progressive Grocer, Advertising Age, and Consumer's Research. **NOTE:** Since the course includes a "hands-on approach" involving working in teams in the development of a marketing plan, the course has been approved as one means of fulfilling the college's experience-based education requirement.