

COURSE NAME: Global Marketing

COURSE NUMBER: 11:373:402

SEMESTER: Spring 2020

MEETING DAYS, TIMES, AND PLACE: Tuesday 9:15 AM - 12:15 PM, HCK-216

PREREQUISITE:

(1) 11:373:121 or 01:220:102 Microeconomics

(2) 01:220:103 Macroeconomics

(2) 11:373:231 Agribusiness Marketing

CONTACT INFORMATION:

Instructor(s): Prof. Ramu Govindasamy

Office Location: Cook Office Building, Room 103

Phone: 848-932-9192 Email: govind@sebs.rutgers.edu

Office Hours: Tuesdays 1 pm to 2 pm

COURSE WEBSITE, RESOURCES AND MATERIALS:

- Keegan, Warren J. and Mark S. Green. Global Marketing: Pearson, Ninth Edition. ISBN-13: 978-0-13-412994-5
- 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.

COURSE DESCRIPTION:

This course involves the study of the issues involved in identifying, and developing, relationships with global markets. The course analyzes the marketing that occurs across national boundaries. Never before in the history of this country has global marketing been so critically important.

LEARNING GOALS:

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.

ASSIGNMENTS/RESPONSIBILITIES, GRADING & ASSESSMENT:

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.

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>

ABSENCE POLICY

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

COURSE SCHEDULE:

Class	Meetings	Reading/Discussion Assignment
	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

- 2 Case 2-3: From Communism to Capitalism: Vietnam’s Economic Transformation
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 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
- 8 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
- 9 Chapter 10 – Brand and Product Decisions in Global Marketing
Case 10-1: Suzion Energy: The Assignment
Case 10-2: The Smart Car
- 9 Chapter 11 – Pricing Decisions
Case 11-1: Dacia Logan: The Assignment
Case 11-2: LVMH and Luxury Goods Marketing
- 10 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
10	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
10	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
11	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
11	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
12	Exam 2
12	Group meet and prepare for final presentation
13	Final Presentations by Groups 5 and 4
13	Final Presentations by Groups 3, 2 and 1
14	Final Global 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 Econolite, 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.

FINAL EXAM/PAPER DATE AND TIME

Online Final exam Schedule: <http://finalexams.rutgers.edu/>

ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901 / www.rhscaps.rutgers.edu/

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <https://rutgers.campuslabs.com/engage/organization/scarletlisteners>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.