

UNIVERSITY OF MASSACHUSETTS DARTMOUTH
Charlton College of Business
Department of Management & Marketing

SYLLABUS
June 1, 2010 – June 30, 2010

Course: MKT 690.7101: Global Marketing

Prerequisite: Graduate standing

Professor:	Dr. Godwin Ariguzo	CCB 319	508.999.8403	gariguzo@umassd.edu
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Office Hour: "Virtual"		Wednesday
	12 pm – 1 pm	✓ Except June 30, 2010

Required Textbook:

- Cateora, Philip and John Graham (2007). International Marketing (ISBN-10: 0073080063), Boston: McGraw-Hill/Irwin.
- ebook version, click on this link or copy the URL to your browser:
<https://ebooks.primisonline.com/cgi/showebook.cgi?isbn=0390694444&bookType=unselected&fullBook=true>

Course

Description: This course is an online graduate-level course—a great way to save on gas in this period of rising high gas prices. Its purpose is to provide students with an advanced understanding of the challenges of marketing products and services in a global environment. In today’s web-centric highly competitive business environment, it is imperative for every organization to develop some form of global marketing strategy.

Although we do not have a brick and mortar classroom, we will have occasional online “live” meeting on **myCourses** (<http://dartmouth.umassonline.net>) using “Wimba live” meeting application, contained in the UMass Dartmouth course management software. You can also log into myCourses from the UMass Dartmouth website www.umassd.edu.

If you have never used myCourses or are having problems logging into the site please send an email to mycourseshelp@umassd.edu, or call the Student IT Services Center at 1-508-999-8884 between 8:00AM and 5 pm EST during the week, or at 1-800-569-6505 between 5 pm and 8 am and on weekends and holidays. Please note that the site works better on Internet Explorer (IE) web browser. If you don’t have IE as your web browser, I suggest you install it in your computer before starting the class.

Course Objectives:

Upon completion of this course, students should be able to demonstrate an advanced understanding of the principles and practices of international marketing. Specifically, students will learn to:

- 1) The scope and challenges of International Marketing;

- 2) The political/legal, economic, socio-cultural, and technological environment of global markets
- 3) How to assess global market opportunities;
- 4) How to develop global marketing strategies;
- 5) The challenges of implementing global marketing strategies.

Teaching Methodology:

Classroom

Policy: Students are expected to attend all mandatory Wimba online “live” sessions. All members of the team must carry out agreed upon assignments and abide by timelines specified. Students are expected to work independently on individual assignments and as a team to complete the team activities.

**Evaluation Policy
And Special Instructions:**

The grading structure for this course is as follows:

18 Crossing Borders: Contemporary Issues Analyses	540
19 Daily Quizzes (Multiple Choice)	285
Group Case Analysis Paper	100
Oral Case Presentation (on Wimba)	40
Class Participation (Mandatory sessions)	35
Total Points	1,000

Crossing Borders: Contemporary Issues Analysis- Individual Assignment* **540 points*

Every chapter has four to six “Crossing Borders” topics which address contemporary issues in global marketing. Select one of the topics, write a one-page analysis of at least 800 words (excluding the citation page) of the issues involved (using the grading rubric as your guide), and submit your one-page response as a Microsoft Word or Rich Text Format (RTF) **attachment** via the **drop box** feature of myCourses. Please use single space with a minimum of 10 point font size. Your grade will appear in the “Assignments” tab of myCourses Course Tools. This assignment is due weekly starting June 2, 2010. Each analysis is worth 20 points.

Daily Chapter Quizzes (Multiple-Choice): Individual Assignment* **285 points*

You are required to complete daily chapter quizzes (15 questions each). Please **DO NOT** take any of the daily quizzes until you have read the associated chapter and after you have read the submission instructions carefully. Although the quizzes are set to be taken anytime during the term, you have only **one shot** at each quiz and each one is scheduled to expire 30 minutes from the time you start the quiz. Each chapter quiz is worth 15 points. Your grade will automatically be recorded on your grade book on myCourses after you analysis has been evaluated.

Case Analysis: Group Assignment* **100 Points*

Each group is required to complete an international case study (chosen by the group from the list of cases given by the professor). The cases can be found in the textbook from page 595 to 674. Please e-mail the completed case analyses to myCourses site. To guide you in the development of your written case analysis report you will find several questions listed at the end of each case. These questions are

only meant to be the starting point for your group discussion. Do not expect a good grade by just answering the questions at the end of each case. It is particularly crucial that *your reports include detailed recommendations to the management of the firm under study.* Your detailed and careful analyses along with the quality of your recommendations carry the highest weight. Consider including the following points:

1. *Analysis* of the firm, its current situation and the external environment factors affecting the organization,
2. Identification and description of the main *issues*,
3. Identification of *alternative* solutions followed by a brief discussion of their respective benefits and drawbacks. You should consider alternatives beyond the firm's current practices.
4. *Recommendation(s)* of the appropriate solution, the *course of actions* that should be taken for its implementation, and the potential consequences.

Since almost all your group meetings take place online, I suggest you use Wikispaces, Facebook or similar sites to communicate and complete your group work online.

Oral Case Presentation on Wimba

40 Points

Use MS PowerPoint to develop a 10-15 minute (maximum) online presentation outlining the key elements of your group's case. Each team will be timed, and judged based on the following criteria using a choice of 1-5 points: **1 is poor** (the criteria are not met at all, or are met inadequately), **2 is fair** (some of the criteria are met, and are represented by at least one example) and **3 is good** (most of the criteria are met, and are clearly represented with at least two examples, **4 is very good** (the criteria are met in most cases, with more than three examples, some internal parenthetical references, and bibliography), **5 is exemplary** (the criteria are met in all cases, with multiple instances of appropriate examples including internal parenthetical references, bibliography, correct grammar, spelling, punctuation and format):

Each presentation will be followed by a 2-3-minute question-and-answer session from the evaluating team(s) and/or a guest executive (if available).

Class Participation (Only the three mandatory sessions): ***35 Points***

Class participation can be earned by participating in the "live" classroom sessions, critiquing each other's paper, and by engaging in online discussions about the issues raised in the course. During the online sessions, students may be asked to lead some of the discussions. Every student is required to attend the required Wimba "live" sessions including the get acquainted session and the student case presentations. **Note: Wimba works best over high-speed cable hook-up (not wireless).**

Peer Evaluations:

For your own professional development, it is important to learn how to effectively work with others. It is, therefore, imperative that you actively participate in your team's deliberations. Your peers will evaluate your contributions to the written assignments and the oral presentations including the PowerPoint. **Team leaders may be awarded up to 50 bonus points on the case study paper, if 67 percent of their teammates rate them as an effective team leader.** If an individual is rated by 67 percent of their group members as below average, his/her group portion of the case grades would be adjusted accordingly. Every student is expected to participate in all presentations.

Grading Scale:

	<u>Minus (-)</u>		<u>Plus (+)</u>
A =	900 - 929	930 - 969	970 - 1,000
B =	800 - 829	830 - 869	870 - 899
C =	700 - 729	730 - 769	770 - 799
D =	600 - 629	630 - 669	670 - 699
F =	N/A	0 - 590	N/A

Tentative Schedule:

The following schedule is tentative. While dates of quizzes, crossing borders and case analysis papers and presentations are *not* subject to change, daily activities and assignments may change at the discretion of the professor, and additional readings and/or homework may be assigned.

Date	Chapter	Assignments Due
May 31		One PPT slide showing your name and a brief bio must be sent to the professor via myCourses by 11:59 pm EST today.
June 1	Get Acquainted Day and Course Introduction (Mandatory)	☐ Wimba “Live” meeting 12 noon – 1 pm EST (Team Formation)
June 2	Chapter 1: The Scope and Challenge of International Marketing	☐ Chapter 1 Quiz ☐ Chapter 1 Crossing Borders Analysis
June 3	Chapter 2: The Dynamic Environment of International Trade	☐ Chapter 2 Quiz ☐ Chapter 2 Crossing Borders Analysis
June 4	Chapter 3: History and Geography–The Foundations of Culture	☐ Chapter 3 Quiz ☐ Chapter 3 Crossing Borders Analysis ☐ Wimba “Live” meeting 12 noon – 1 pm EST ☐ Team leaders must e-mail their team’s case selections to the professor by 6 PM on June 4th
June 7	Chapter 4: Cultural Dynamics in Assessing Global Markets	☐ Chapter 4 Quiz ☐ Chapter 4 Crossing Borders Analysis ☐ Cases approved by professor
June 8	Chapter 5: Culture, Management Style, and Business Systems	☐ Chapter 5 Quiz ☐ Chapter 5 Crossing Borders Analysis
June 9	Chapter 6: The Political Environment: A Critical Concern	☐ Chapter 6 Quiz ☐ Chapter 6 Crossing Borders Analysis
June 10	Chapter 7: The International Legal Environment	☐ Chapter 7 Quiz ☐ Chapter 7 Crossing Borders Analysis ☐ Wimba “Live” meeting 12 noon – 1 pm EST
June 11	Chapter 8: Developing a Global Vision through Marketing Research	☐ Chapter 8 Quiz ☐ Chapter 8 Crossing Borders Analysis
June 14	Chapter 9: Emerging Markets	☐ Chapter 9 Quiz ☐ Chapter 9 Crossing Borders Analysis
June 15	Chapter 10: Multinational Market Regions and Market Groups	☐ Chapter 10 Quiz ☐ Chapter 10 Crossing Borders Analysis
June 16	Chapter 11: Global Marketing Management: Planning and Organization	☐ Chapter 11 Quiz ☐ Chapter 11 Crossing Borders Analysis
June 17	Chapter 12: Products and Services for Consumers	☐ Chapter 12 Quiz ☐ Chapter 12 Crossing Borders Analysis

June 18	Chapter 13: Products and Services for Businesses	<ul style="list-style-type: none"> ☐ Chapter 13 Quiz ☐ Chapter 13 Crossing Borders Analysis ☐ Wimba “Live” meeting 12 noon – 1 pm EST
June 21	Chapter 14: International Marketing Channels	<ul style="list-style-type: none"> ☐ Chapter 14 Quiz ☐ Chapter 14 Crossing Borders Analysis
June 22	Chapter 15: Exporting and Logistics: Special Issues for Business	<ul style="list-style-type: none"> ☐ Chapter 15 Quiz ☐ Chapter 15 Crossing Borders Analysis
June 23	Chapter 16: Integrated Marketing Communications and International Advertising	<ul style="list-style-type: none"> ☐ Chapter 16 Quiz ☐ Chapter 16 Crossing Borders Analysis ☐
June 24	Chapter 17: Personal Selling and Sales Management	<ul style="list-style-type: none"> ☐ Chapter 17 Quiz ☐ Chapter 17 Crossing Borders Analysis
June 25	Chapter 18: Pricing for International Markets	<ul style="list-style-type: none"> ☐ Chapter 18 Quiz ☐ Chapter 18 Crossing Borders Analysis ☐ Wimba “Live” meeting 12 noon – 1 pm EST
June 28	Case Analysis Lab Day	Chapter 19 Quiz due
June 29		<p>Group Case Analyses and PowerPoint slides must be e-mailed to the professor by 11:59 EST on June 28. Slides cannot be changed after today’s submission.</p>
June 30	Case Presentations (Mandatory) Groups 1-4	<ul style="list-style-type: none"> ☐ Wimba “Live” 5:00 pm – 6:30 pm EST

MLA v. APA Style: An Overview

I require that you use the APA style to cite your outside sources. Students often confuse two of the most common styles -- MLA and APA. Please read a brief summary of the APA style and you can also obtain the APA manual through the UMass Dartmouth Claire T. Carney Library.

MLA

Developed by Modern Language Association

Used in English, language, and literature courses

List of sources called "Works Cited" or "Works Consulted" (to list works used but not cited)

Sources alphabetized by last name or title

Sample book:

Jones, W. (1998) Chicago. New York: Putnam.

Sample Article:

Abrams, Jane. "New Cities." Time 21 Jan. 1998: 3.

Parenthetical notes used to cite quotes and paraphrases: include author's last name and page number in parentheses. If author's name is given in the text, only the page number is needed in parentheses.

Some view Chicago as the city of the future (Jones 12).

Jones views Chicago as the city of the future (12).

Jones stated, "Chicago is the city of the future" (12).

APA

Developed by American Psychological Association

Used in social sciences such as psychology, business, and sociology

List of sources called "References" or "Bibliography" (to list works used but not cited)

Sources alphabetized by last name or title

Sample book:

Jones, W. (1998) Chicago. New York: Putnam

Sample Article:

Abrams, J. (1998, January 21). New cities. Time, 3.

Parenthetical notes used to cite quotes and paraphrases: include author's last name and date in parentheses. If author's name is given in the text, only the date is needed in parentheses. For a direct quote, add the page number at the end (before the period).

Some view Chicago as the city of the future (Jones 1998).

Jones (1998) views Chicago as the city of the future.

Jones (1998) stated, "Chicago is the city of the future" (p. 12).

Technical “tips” for presentations:

1. *Be prepared.* Team leaders should send their group’s PowerPoint slides, which must also be e-mailed to the professor by 11:59 pm on December 1, 2009. Failure to comply would result in the denial of that group’s presentation.
2. Avoid overloading your presentation with too many special effects or graphical images.
3. Be courteous and be aware of timing; rehearse your presentation and be prepared to be stopped if you exceed 20 minutes. Your actions impact your colleagues.

Remember – Adapt, Improve, Overcome!

Presentation Tips

- **Your voice** - *How* you say it is as important as *what* you say.
- **Be enthusiastic**

Preparation

- Prepare the structure of the talk carefully and logically, just as you would for a written report. What are:
 - The objectives of the talk?
 - The main points you want to make?
- Write out the presentation in a rough form, just like a first draft of a written report. Review the draft. You will find things that are irrelevant or superfluous—delete them. Make sure the story is consistent and flows smoothly. If there are things you cannot easily express, possibly because of doubt about your level of understanding, it is better to leave them unsaid.
- **Rehearse** your presentation—to yourself at first and then in front of some friend.

Making the presentation

- Greet the audience (for example, 'Good morning, ladies and gentlemen'), and tell them who you are.
- Hook in the audience perhaps with rhetorical questions and answers about your topic.
- Tell the audience what you are going to tell them—the purpose of the presentation, then tell them; at the end summarize what you have told them.
- Keep to the time allowed. If you can, keep it short. It's better to under-run than over-run.
- Leave time for discussion at the end—5 minutes is sufficient to allow clarification of points.
- At the end of your presentation ask if there are any questions. If questions are slow in coming, you can start things off by asking a question of the audience—so have one prepared.

Delivery

- Speak clearly. Don't shout or whisper.
- Don't rush, or talk deliberately slowly. Be natural.
- Deliberately pause at key points—this has the effect of emphasizing the importance of a particular point you are making.
- To make the presentation interesting, change your delivery, but not too obviously, e.g.: speed pitch of voice
- **Don't read what is on your slide.**

Visual Aids

- Visual aids such as PowerPoint slides significantly improve the interest of a presentation. However, they must be relevant to what you want to say. A careless design or improper use of a slide can simply get in the way of the presentation.

- Keep it simple
- Edit your slides as carefully as your talk—if a slide is superfluous then leave it out. If you need to use a slide twice, duplicate it. And always check your slides—for typographical errors, consistency of fonts and layout. Slides should contain the minimum information necessary to convey important points. To do otherwise risks making the slide unreadable or will divert your audience's attention so they spend time reading the slide rather than listening to you.
- Try to limit words per slide to a maximum of 10. Use a reasonable size font and a typeface. Typically use a minimum 14 pt Times Roman.
- Use color (but not too many) on your slides but avoid orange and yellow which do not show up very well.

Finally...

Enjoy yourself. The audience will be on your side and want to hear what you have to say!

Adapted from the following sources:

Edward G. Wertheim (n.d.). *Making Effective Oral Presentation*. Retrieved April 4, 2006, from the World Wide Web: <http://web.cba.neu.edu/~ewertheim/skills/oral.htm>.

John S. (n.d.). *Body Language*. Retrieved April 4, 2006, from the World Wide Web: <http://www.rider.edu/~suler/bodylang.html>

University of Newcastle Chemical Engineering and Advanced Materials (2005). *Presentation Skills*. Retrieved April 4, 2006, from the World Wide Web: <http://lorien.ncl.ac.uk/ming/dept/Tips/present/present.htm>.