SYLLABUS

I. GENERAL INFORMATION

Course Title : GLOBAL MARKETING
Code and Number : INBU 7120
Credits : Three (3) credits
Academic Term :
Professor :
Office Hours :
Telephone Number : 787-250-1912
E-Mail Address :

II. DESCRIPTION

Analysis of marketing and the global and international implications with emphasis on Latin American and Caribbean Companies. Review of marketing theory and practice across national and global borders, marketing and marketing research within different foreign environments. Analysis of the external and internal variables in the international environment and the development of marketing strategies by international companies. Pre-requisites: BADM 5090.

III. OBJECTIVES

At the end of the course, the student will be able to:


2. Analyze a marketing mix in a globalized environment.

3. Analyze the differences between marketing and selling for international companies based in Latin America and the Caribbean.

4. Analyze the reasons for firms to internationalize.

5. Understand the global and multinational environment.
6. Be able to differentiate global and international marketing.

7. Analyze difficulties in global marketing. Be able to write professional level marketing executive reports and interact effectively.


9. Describe competitive alliances including joint ventures, licensing, franchising in Latin American and Caribbean companies.

10. Analyze foreign production, selecting, and managing marketing intermediaries of selected Latin American and Caribbean Companies.

11. Describe factors in channel selection for Latin American and Caribbean companies.

12. Understand the distribution the process of distribution in international marketing for Latin America and Caribbean companies.

13. Analyze the strategies of reaching the consumer and communicating with the market through different distribution channels in selected Latin American and Caribbean Companies.

14. Inter-cultural Marketing Negotiations and communications.

15. Describe the influence of culture on the process of business negotiations in international companies.


17. Describe the differences on pricing decisions. Market influences, cost related influences, public policy influences, competitive influences of international companies.

18. Understand pricing strategies of international companies.

19. Apply theories on export pricing of international companies with emphasis on Latin American and Caribbean companies.

20. Describe and transfer pricing. International price standardization international companies with emphasis on Latin American and Caribbean companies.
IV. COURSE CONTENT

A. Global Markets and Buyers and Global Marketing Research Strategic Marketing: Introduction and Market Definition

B. Developing a Global Mindset and Global Marketing set

C. Global Market Entry Strategies

D. Inter-Cultural Communication

Case Study 1:

Case Study 2:

Case Study 3:

ICFA Journal of Marketing Management
Journal of Interactive Marketing
Journal of Internet Commerce
Journal of Product and Brand Management
McKinsey Quarterly
Strategic Communications Management
Young Consumers

V. ACTIVITIES

1. Professor Lectures
2. Supplementary Readings
3. Case Study Internet Research
4. Case Study Analysis and Reports
5. Power Point Presentations
6. Class Discussions
VI. EVALUATION

Case Studies:

There will be 5 Case Studies covering contemporary marketing issue:

<table>
<thead>
<tr>
<th>Case Study</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>I</td>
<td>20%</td>
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<td>II</td>
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<td>III</td>
<td>20%</td>
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<td>IV</td>
<td>20%</td>
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<tr>
<td>Class participation</td>
<td>20%</td>
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Total: 100%

VII. SPECIAL NOTES

1. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro’s Student Center.

2. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student’s Rules and Regulations handbook.


Inter has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student’ Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.
3. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. EDUCATIONAL RESOURCES

Textbooks:


IX. ACTUAL AND CLASSIC BIBLIOGRAPHY

Books:


