

**INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
ECONOMIC AND ADMINISTRATIVE SCIENCES DIVISION
MBA PROGRAM**

I. GENERAL INFORMATION:

Course Title: GLOBAL MARKETING
Course Code: BADM 6390
Credits: 3
Requisites: None
Term:
Instructor: Dr. Olga Maldonado Moll
Office Hours:
Phone Number:

II. COURSE DESCRIPTION

Analysis of the world-wide markets of comparative systems and the process of marketing across political boundaries. Both macro and micro approaches are used in dealing with the interaction between international marketing and the cultural, geographic, economic and political features of major world regions. Emphasis on Latin America.

III. COURSE OBJECTIVES

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

1. Explain the theoretical foundations of global marketing,
 - 1.1 Differentiate between international and domestic marketing
 - 1.2 Mention the diverse forms of global marketing
 - 1.3 Explain the nature of global competition
 - 1.4 State the country- and firm-specific advantages for global competitiveness

2. Recognize the complexities of global environments and the importance of analyzing information and situations adequately.
 - 2.1 Describe how culture affects market demand
 - 2.2 Explain the role of culture in strategy formulation and implementation
 - 2.3 Explain how cultural differences may constitute entry barriers
 - 2.4 Identify the factors in determining country attractiveness
 - 2.5 Explain the importance of adequate foreign environmental research
 - 2.6 Describe the relationship between the product life cycle and sales forecasting in a given country

3. Define the different entry strategies used in global marketing
 - 3.1 Identify the different kinds of entry barriers
 - 3.2 Mention the different patterns of entry strategies
 - 3.3 Describe the growing role of exporting in global business
 - 3.4 Explain the nature of other non-exporting modes of entry

4. Describe the impact of the environment particular to different world regions on the strategies applied in global marketing.
 - 4.1 Explain the role of consumer behavior models in understanding local consumers
 - 4.2 State the difficulties in local buyer behavior research
 - 4.3 Identify the differences among mature markets
 - 4.4 Explain why mature markets demand the most advanced marketing tools and techniques
 - 4.5 Describe the emergence of new growth markets
 - 4.6 Differentiate between growth markets in newly industrialized and mature economies
 - 4.6 State the characteristics of emerging markets
 - 4.7 Mention the differences among emerging markets

5. Explain the dynamics involved in the development of effective global marketing strategies.
 - 5.1 Explain the importance of adapting basic marketing principles when implementing global strategies
 - 5.2 List the stages in the global segmentation process
 - 5.3 Explain the principles of global market targeting
 - 5.4 Mention the different factors involved in developing accurate positioning strategies
 - 5.5 Differentiate between localized, adapted and standardized global products
 - 5.6 Name the characteristics of global services and their impact on entry strategies
 - 5.8 State the principles governing global pricing
 - 5.9 Explain the influence of foreign market variables on pricing
 - 5.10 Explain the role of price coordination in global marketing and how it is done
 - 5.11 State the importance of global logistics and transportation
 - 5.12 List major distribution trends
 - 5.13 Explain the problems involved in marketing through foreign channels
 - 5.14 Discuss the language, regulation and infrastructure issues in global advertising
 - 5.15 Explain the difficulties in evaluating advertising in global markets
 - 5.16 Define the personal selling variations in global markets

- 5.17 Describe how culture affects sales promotion in global markets
 - 5.18 Explain the role of Internet, telecommunications and express mail in global promotion
 - 5.19 State the role of effective public relations programs in global markets
6. Apply the acquired knowledge in developing effective marketing strategies to deal with specific global marketing situations and challenges.
- 6.1 Apply planning skills in the marketing of a specific product to a country of interest
 - 6.2 Identify the purpose and the contents of a marketing plan
 - 6.3 Explain the decisions needed to attain marketing plan objectives
 - 6.4 Define the socio-cultural, economic and political backgrounds that influence the strategies applied in international marketing
 - 6.5 Integrate decisions on the product, price, promotion and placement to the marketing strategies applied in global markets

IV. COURSE CONTENTS

A. The Global Environment

- 1. The Concept of Global Marketing
- 2. Economic Environment
- 3. Cultural Environment
- 4. Political-Legal Environment

B. Global Marketing Management

- 1. Global Marketing Strategy
- 2. Global Marketing Intelligence
- 3. Global Product Policy: The Basic Product and Its Attributes; New- Product Development and Product-Line Policies
- 4. Global Marketing of Services
- 5. Pricing in Global Marketing
- 6. Distribution: Foreign Market Entry; Foreign-Market Channels and Global Logistics
- 7. Global Promotion: Advertising and Other Factors

C. Coordinating Global Marketing

- 1. Planning, Organizing, and Control of Global Marketing
- 2. Information Technology: The Internet and Global Marketing
- 3. The Future of Global Marketing

V. LEARNING ACTIVITIES

A. Journal article reviews

Each review should contain a brief summary of the article and also its relevance and importance. The article must be integrated to the course by explaining how it relates and what it adds to the course material. Each review will be presented and discussed with peers. The reviews and the reactions will be posted on the Discussion section.

B. Forum Discussions

Students must participate in the discussion of topics presented by the professor as stated on the Time Schedule. As groups are too big, it will be very difficult to carry out a “chat”; thus, students may post their comments on the Discussion section as soon as they are ready, and the discussion will be open until the due date. **NO PARTICIPATIONS WILL BE ACCEPTED AFTER THE DUE DATE.**

Students can initiate a discussion as well as react to his/her peers’ comments in order to add to the discussion. It is necessary that the topic be thoroughly discussed by all students, providing for different sides of the issues. Diverse ideas and points of view must be integrated. Quantity and quality of participations will be considered to determine the grade.

C. Case Analyses

Case problems are designed to give the student an opportunity to apply theoretical concepts and principles to a true-life situation. When reading a case, follow these steps to help you think through the problem and prepare a logical analysis:

1. Recognize the real problem:

Read the entire case to understand what it is about. List the key facts. Examine those facts and try to isolate the symptoms and define the causes.

2. Determine what marketing concepts and issues are involved:

Define branding issues involved in the situation. Was a detailed analysis performed? Was a sound plan developed? Etc., etc.

3. After evaluating the causes and the principles, decide on possible courses of action to correct the situation:

List all possible actions and analyze each one in terms of its chance of correcting the situation, how it may solve the problem; how feasible is the action; what problems may arise in implementing the action; what happens if it fails, what problems may arise even if the action corrects the situation.

D. Marketing Plan

Marketing management deals mainly with strategies, so the marketing plan will illustrate the students' ability to apply strategies to marketing situations. The framework for the marketing plan is provided by the professor and should be closely followed. Students should gradually integrate each topic discussed in class to the plan; thus, it will be easier to have the project ready on the due date. The plan will be posted on the Discussion section. Remember that the **MARKETING PLANS WILL NOT BE ACCEPTED AFTER THE DUE DATE.**

E. Peer Evaluations

The marketing plan is a group project, but the grades will be individual. An evaluation form is provided so that each student will inform about the collaboration/contribution provided by each member of the group. This is of critical importance and strictly confidential between each student and the professor.

Course Requirements:

The lessons must be completed by the deadlines. The students must work on each lesson within the time frame provided for it. They must complete all the study sessions included in the Table of Contents icon and posted on the Calendar. Students must report each study session learning activities according to the detailed instructions included in each study session.

The student will augment the lesson plan with additional readings, as needed, to expand and clarify his/her knowledge of the topics.

As part of the grading process for class participation, discussion forum topic sessions involving journal article reviews and case analyses will be scheduled and posted on the Discussion section. They will be based on the application of Global Marketing theories and concepts. Participation in interactive discussions among students is required to earn full credit.

VI. EVALUATION

Evaluation Criteria	Punctuation	% of Final Grade
3 Journal Article Reviews	300	20%
1 Forum Discussion	100	10%
3 Case Analyses	300	20%
Final Test	100	10%
Marketing Plan	100	30%
Peer Evaluation	100	10%
Total		100%

Grade Definitions

A = An excellent performer who actively participates in class discussions. Has sharp insight into the material and presents thoughtful ideas and questions. Writes logically and clearly. Integrates concepts and information learned at this and other courses. Exceeds the minimum requirements of the course.

B = Grasps subject matter at a level considered to be good or very good. Actively participates in class discussions. Writes well and produces high quality work. Demonstrates a relatively high level of knowledge and understanding of class material.

C = Demonstrates some comprehension of the subject matter but accomplishes only the minimum requirements. Displays little or no initiative. Communicates at a barely acceptable level.

F = Quantity and quality of work is below average and not acceptable.

VII. SPECIAL NOTES

A. 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.

B. 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.

<http://metro.inter.edu/servicios/documentos/reglamentosestudiantes2006.pdf>

Inter American University 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.

C. 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. LEARNING RESOURCES

1. Textbook:

Global Marketing: Foreign Entry, Local Marketing and Global Management. 5th Ed.
Johansson, J. K. (2009). NY: McGraw-Hills/Irwin.

2. Supplementary Readings:

Journal Articles as specified in the different study sessions

3. Electronic Resources:

www.highered.mcgraw-hill.com – Online Learning Center

IX. BIBLIOGRAPHY

Books:

International Marketing, 14th Ed. Cateora, P.R. & Graham, J. (2009). NY: McGraw-Hill/Irwin.

Global Marketing, 5th Ed. Keegan, J. & Green, M.C. (2007). NJ: Upper Saddle River: Prentice Hall.

Global Marketing Management. Katabe, M. & Helsen, K. (2007). NJ: Hoboken: John Wiley & Sons.

Marketing Entry Strategies: Text, Cases and Readings in Marketing Entry Management. Lymbersky, C. (2008). Germany: Hamburg: Management Laboratory Press.

The Cultural Dimension of International Business, 6th Ed. Ferraro, G. (2010). NJ: Upper Saddle River: Prentice Hall.

Marketing Research: An Applied Orientation, 6th Ed. Malhotra, N.K. NJ: Upper Saddle River: Prentice Hall.

Marketing Research Within a Changing Information Environment, 3rd Ed. Bush, R.P. & Ortinau, D.J. (2006). NY: McGraw-Hill/Irwin

International Marketing Research. Kumar, V. (2000). NJ: Upper Saddle River: Prentice Hall.

The Global Negotiator: Making, Managing and Mending Deals Around the World in the 21st Century. Salacuse, J. (2003). NY: Palgrave Macmillan.

Journals and Newspapers:

Academy of Management Journal
Business Horizons
Caribbean Business
Harvard Business Review
Journal of Applied Business Research
Journal of Business Research
Journal of Global Marketing
Journal of International Consumer Marketing
Journal of Marketing Management
Journal of Marketing Research
Management Review

Marketing Management
Marketing News
New York Times
Sales and Marketing Management
Sloan Marketing Review
The Economist

Electronic Resources:

<http://www.ama.org/> - American Marketing Association website

<http://www.marketingtools.com/> - American Demographics (Marketing Tools)

<http://dsbb.inf.org/> - International Monetary Fund website

http://www.library.hbs.edu/all_databases/html - Harvard Business School links

<http://www.PollingReport.com> – an nonpartisan resource on trends in American public opinion

<http://www.SecondaryData.com> – marketing resources links provided by Decision Analyst, Inc.

<http://www.bea.doc.gov> – US Bureau of Economic Analysis, Survey of Current Business

<http://www.stats.bls.gov> – US Bureau of Labor Statistics

<http://www.census.gov> – US Census Bureau

<http://www.census.gov/econ/census02> - US Economic Census

<http://www.ita.doc.gov/tradestats> - US Office of Trade and Economic Development

<http://www.stat-usa.gov> – US Statistical Data International and National Stat-USA

<http://www.fedworld.gov> – US Department of Commerce – links to national and international governmental databases