Welcome to Marketing 5550 (MBA) – Online

Please read the syllabus very closely. Procedures, policies for course work, assignments and case submission as well as reading and written requirements are included. The excuse that “I did not know that it (whatever it may be) was in the syllabus” will not be accepted for any reason. To that end, reading and understanding the syllabus now is your responsibility.

The UNT COB complies with the Americans with Disabilities Act. Reasonable accommodations are made for qualified students with disability. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible.

**Acceptable Student Behavior:**

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all

---

**Teaching Staff**

<table>
<thead>
<tr>
<th>Instructor</th>
<th>E-mail</th>
<th>Room</th>
<th>Telephones</th>
<th>Office Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Charles Blankson</td>
<td><a href="mailto:Charles.Blankson@unt.edu">Charles.Blankson@unt.edu</a></td>
<td>365A BLB</td>
<td>(940) 565-3136</td>
<td>Monday: 1:00am-6:00pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(940) 565-3120</td>
<td>Wednesday: 10:am-1:30pm</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Department Administrators</td>
<td>Friday: 12:00pm-5:00pm. All other times by appointment.</td>
</tr>
</tbody>
</table>
instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr

Course Aim

This course is intended to acquaint students with the dynamic skills and abilities needed to understand, appreciate and make decisions about the changing and complex (and at times dysfunctional) marketing management in the global marketplace. The first half of the 21st century will be characterized by significant shifts in the manufacturing, branding, positioning, distribution and consumption of offerings. Significant sources of threats and opportunities, along with internal resources of a firm necessary for coping with opportunities and threats and positioning the firm in the marketplace will form the core material of the course.

Course Objectives

By the end of the course/semester, it is hoped that students will:

• Understand the key theories and issues surrounding marketing decision-making in global markets,
• Comprehend micro and macro environmental analysis of global marketplaces and marketing strategy (STP marketing- segmentation, positioning, targeting, the marketing mix, other competitive strategies and tactics, cultural dimensions of strategies etc.).
• Understand the key reasons behind doing business overseas and the challenges they face.
• Appreciate basic political risk analysis of global markets and subsequent decisions pertaining to market entry strategies and tactics.
• Be able to apply the above in decision making in global market environment.

In this class, ethical issues is explicitly highlighted and covered, as will global political, economic, social and technological ramifications of marketing decisions.

UNT College of Business Student Ethics Statement

As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy.
I will not engage in any acts of academic dishonesty as defined in the Student Standards of
Academic Integrity, including but not limited to using another’s thoughts or words without
proper attribution (plagiarism) or using works in violation of copyright laws. I agree that
all assignments I submit to the instructor and all tests I take shall be performed solely by
me, except where my instructor requires participation in a group project in which case I
will abide by the specific directives of the instructor regarding group participation.

I will not use the university information technology system in any manner that violates the
UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the
university information technology system to engage in verbal abuse, make threats,
intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the
health, safety or welfare of any person. Speech protected by the First Amendment of the
U.S. Constitution is not a violation of this provision, though fighting words and statements
that reasonably threaten or endanger the health and safety of any person are not protected
speech.

Student Standards of Academic Integrity
http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-
Academic_Integrity.pdf

Code of Student Conduct and Discipline

Computer Use Policy
http://policy.unt.edu/policy/3-10

{I agree ...................}

Learning Methods

This course is wrapped around a combination of lectures – in the form of lecture notes,
case studies analysis and discussion, review and discussion/presentation of academic
and/or practitioner research articles, videos, and students’ input from their own
experiences.

Recommended Textbook

Cavusgil, S. Tamer, Knight, Gary, and Riesenberger, John, R. (2012), International
Business: The New Realities, (2nd edition), Upper Saddle River, NJ, 07458,
Pearson/Prentice-Hall.

The following may also be useful for your shelves

Keegan, Warren J. and Green, Mark S. (2008), Global Marketing (5th edition), Upper
Saddle River, NJ, 07458, Pearson/Prentice-Hall.
Please Note

1. Students are urged to read the corresponding chapters/topics from textbook and attempt the relevant revision questions and exercises on their own. You are strongly encouraged to read widely on the topics in class from other related academic Journals, Magazines/Newspapers and from the Internet (see below).

2. In addition, students are to keep abreast with the changing business environment within the global marketplace. This may be achieved from reading current publications in Journals, Magazines, and Newspapers, watching related TV programs, and observing firms' marketing strategies/tactics in global markets.

Journals to be familiar with (a selection)

It is important that MBA students familiarize themselves with articles from several of the following marketing related journals. Most libraries have access to journals (see also references). You can also access articles from www.google.com, then go to google scholar and then the article or authors or subject of interest.


Magazines and Newspapers


Other useful Internet addresses

For world advertising resources www.warc.com/jmh
For corporate information www.corporateinformation.com
For live full TV world news www.France24.com Please do visit this television site for latest world news. Enjoy!
Other useful Internet addresses

For World Advertising Resources [www.warc.com/jmh](http://www.warc.com/jmh)

Course Policies and Procedures

Attendance and class discussion

Class participation is mandatory and so all students are expected to read and prepare assignments and write reports. Students should participate actively in the course and discussion with the professor. Occasionally, discussion will involve telephone conversation with the professor. Participation is also important indicator of attitude. Sporadic participation often signals to the instructor that the student places low priority on the course. Thus, by enrolling in this course, you are, in effect, agreeing to do your best to contribute to the learning experience.

Excused absences are those due to incapacitating illness, a death in the family, official participation in University-sponsored events, or absences that in the opinion of the instructor are beyond the control of the student. Satisfactory documentation must be provided for any excused absence. **Work-related absences will not be excused.**

**This is a graduate business course and the expectation is that you will conform to appropriate business behavior, i.e., behave like a senior marketing manager. Behavior detrimental to class progress will be heavily considered in the overall grade.**

**You are expected to stay in touch with the instructor. You are responsible for all announcements made to the class. Changes may be made in the syllabus and assignments during the semester.**

Please be diligent. Hand in your assignments or reports on time. Failure to produce diligent and quality reports will always affect your final grade in the course.

Students with special needs must communicate with the professor as soon as possible. Make up reports etc. are never given except under the most extreme and compelling circumstances. In the latter case, you should **ALWAYS PRODUCE VERIFIABLE DOCUMENTS.**

**Late work: No work will be accepted after the due or cut-off date unless with prior permission.**

Time requirements

To complete the course successfully, students are expected to devote approximately 2 hours of preparation for every hour spent in class – 6 hours.
Academic Integrity

Student dishonesty, including cheating or plagiarism, will result in an automatic F in the course and immediate reporting of the student's actions to the Office of the Dean of Students and to the Office of the Dean of the College of Business. Please see the University of North Texas Student Guidebook and on UNT's web page (www.unt.edu). Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking exams; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, or carrying out other assignments; or (3) the use of unauthorized notes for use in exams, looking at another student's exam answers, allowing another student to look at your own exam answers, or requesting or passing of information during the exam. Please be certain to cite any reference. Materials copied verbatim must be in quotation marks with a correct citation documented within the text. This applies to any and all materials taken from Internet sites.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the use of papers and materials prepared by students in previous semesters or unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials.

Source: UNT Code of Student Conduct and Discipline and COB Guidelines.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Numeric Range (%)</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 to 100</td>
<td>4.0</td>
</tr>
<tr>
<td>B</td>
<td>80 to 89</td>
<td>3.0</td>
</tr>
<tr>
<td>C</td>
<td>70 to 79</td>
<td>2.0</td>
</tr>
<tr>
<td>D</td>
<td>60 to 69</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Grading: 1. Critical case analysis, discussion, and report writing (40%); 2. Discussion of firms’ global marketing practices and putting forward global marketing policies (20%); 3. Critique, summary, discussion, and report writing from academic articles (30%); 4. Diligence in delivering reports on time and quality report delivery befitting a well-organized manager (10%).

The total marks/points needed are 100%.

Case analysis, critique, discussion and report writing: This semester, students will work on typical firm (i.e., live) case studies pertaining to a conundrum for the firm. These cases are specifically chosen from the case list housed at the Richard Ivey School of Business, The University of Western Ontario, Canada. Given the nature of this course, your full
participation in the work is absolutely critical. Without full participation, your final grade will suffer.

Effective junior and senior managers (holders of MBA) possess a variety of skills. They have to be proficient in written and verbal skills and inter-personal relationships. The case study work is an assignment specifically geared toward making you understand and become aware of the importance of effective written communication, communication with the instructor, and hard work. See the grading criteria for expectations.

Other assignments: Students will be assigned several academic articles and will be requested to read, review, critique, and summarize the articles and then discuss marketing/practical implications of the articles. This will be on-going and throughout the semester. Students who do not do these assignments will be given a zero (i.e., nil or no point) mark/point. Please send all assignment reports to me via email attachment, not BB. Thank you.

### Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Source</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>See Blackboard for power-point slides and articles</td>
<td>Course introduction - close reading of syllabus and review of introduction to marketing and overview of marketing; introduction to global marketing/business. Read Part 1 of the textbook Chapters 1, 2, and 3. Make notes for yourself. <strong>No assignment due.</strong></td>
</tr>
<tr>
<td>2</td>
<td>See Blackboard for power-point slides and articles</td>
<td>Visit and familiarize yourself with Ted presentations. Visit <a href="http://www.Ted.com">www.Ted.com</a> and then do a search for global marketing strategy (or global marketing practices). Watch about four of the presentations and write a brief note on your observation of the topic – global marketing strategy (i.e., what is it and how is it pursued?). <strong>No assignment due.</strong> Make notes for yourself.</td>
</tr>
<tr>
<td>3</td>
<td>Read power-point slides and articles on marketing practices and marketing planning on Blackboard.</td>
<td>Global marketing practices: Using a firm you are familiar with (e.g., IKEA, Nestle, HP), research (use only secondary data from websites etc., not primary data) and then discuss how the firm engages in international marketing practices and strategic marketing planning. Referring to your reading from the blackboard and the textbook, put forward some well thought-out marketing policies to create competitive advantage(s) for the firm in the global marketplace. <strong>Due on Thursday February 2 at 11:59pm (CST).</strong></td>
</tr>
<tr>
<td>4</td>
<td>See the list of articles below this syllabus. Read your textbook Chapter 7 as well</td>
<td>Environmental analysis, country political risk analysis and doing business in other economies. Choose one of the articles on these topics listed in this syllabus (see below pages 10-12) and critically summarize while identifying the key points discussed for global marketing – <strong>Due on Thursday February 9 at 11:59pm (CST).</strong></td>
</tr>
<tr>
<td>5</td>
<td>See the list of articles below this syllabus</td>
<td>What is international business? The globalization of markets and the internationalization of the firm. Deciding which markets (i.e., countries) to enter; “to go or not to go”; and the internationalization of the Firm. Read any pertinent article listed in this syllabus (pages 10-12) briefly discuss the key points raised in the article and then discuss the marketing implications (i.e., what is in it for the marketing practitioner?) for global marketing. <strong>Due on Thursday February 16 at 11:59pm (CST).</strong></td>
</tr>
<tr>
<td>6</td>
<td>Read the textbook</td>
<td>Read Part 2 Chapters 4, 5, 6, 7. Make notes for yourself. <strong>No assignment due</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>on Thursday February 23 &amp; Thursday March 2.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>7</td>
<td>See Blackboard for articles</td>
<td>• Internationalization of the firm; Marketing practices of US organizations in global markets. In a detailed discussion (i.e., 5-6 pages double spacing, 12 font), compare and then contrast Coca-Cola’s marketing challenges in Brazil and marketing challenges of Cola Cola and Pepsi Cola in in South Africa. <strong>Due on Thursday March 9 at 11:59pm (CST).</strong></td>
</tr>
<tr>
<td>8</td>
<td>See the list of articles below this syllabus</td>
<td>• The cultural environment of global marketing; ethical issues in global markets. Briefly discuss the implications of a chosen article below (pages 10-12) for global marketing. <strong>Due on Friday March 16 at 11:59pm (CST).</strong></td>
</tr>
<tr>
<td>9- Note change of case</td>
<td>See Blackboard for case on SAB Miller Beer and other articles</td>
<td>• Culture – Kluckohn and Strodtbech; Hofstede’s cultural dimensions; Triandis’ and Hall’s cultural dimensions. Summarize the case on SABMiller Beer in Mozambique while identifying the key issues discussed. Also, what are the implications for global marketing? <strong>Due on Thursday March 23 at 11:59pm (CST).</strong></td>
</tr>
<tr>
<td>10</td>
<td>See Blackboard and your textbook for pertinent articles and Chapters</td>
<td>• Research and write short notes on (a) The World Bank, The IMF, NAFTA, and (b) briefly discuss their importance/implications for global marketing. <strong>Due on Thursday April 6 at 11:59pm (CST). Note: No assignment is due on Thursday March 30.</strong></td>
</tr>
<tr>
<td>11</td>
<td>See the Blackboard for Case on Elie Saab</td>
<td>• Summarize the case on Elie Saab and then fully discuss the implications for global branding and global positioning – use your own perspectives as well. <strong>Due on Thursday April 13 at 11:59pm (CST).</strong></td>
</tr>
</tbody>
</table>
| 12 | See Blackboard for supporting articles and power-point slides | • Global marketing practices:  
  • Visit and familiarize yourself with Ted presentations. Visit [www.Ted.com](http://www.Ted.com) and then do a search for global marketing or international marketing. Watch about four of the presentations and write a brief note on your observation of the topics. **Due on Thursday April 20 at 11:59pm (CST).** |
| 13 | See Blackboard for supporting articles and power-point slides | • Global marketing practices in sub-Saharan Africa:  
  • Visit and familiarize yourself with Ted presentations. Visit [www.Ted.com](http://www.Ted.com) and then do a search for US firms’ international marketing in Africa or doing business in Africa. Watch about four of the presentations and write a brief note on your observation of the topics. **Due on Thursday April 27 at 11:59pm (CST).** |
| 15: Note readings | See Blackboard for case and other pertinent articles – see articles by Mrs. Clinton and Mr. Rubio | • Positioning the United States of America. Branding Orlando for Global competitiveness:  
  • Summarize the case and then discuss the implications for branding and positioning and global marketing management. **Due on Thursday May 4 at 11:59pm (CST).** |
| 16 |   | • Read the textbook Part 2 Chapters 8, 9, 10, 11. Make notes for yourself. Wrap up of Semester – May 11. No assignment due.  
  • End of Semester – May 12 |
Grading criteria for written reports, literature review and group projects

Note: For the written report, group must attach/provide a full list of members who attended or did not attend scheduled group meetings.

Grade A
Excellent level of understanding of the chosen area/work/concepts.
Excellent analysis of the problem/case/concepts.
Excellent and well thought-out literature review commensurate with the level of class.
Excellent explanation of rationale and conclusion and/or proposed solution.
No major errors of principle or interpretation.
Overall, well argued and well thought-out response to the assignment.
Good quality written presentation and neat work.
Clearly written style, with a consistently high degree of effective communication.
Evidence of wide reading from the literature.

Grade B
Sound understanding of the problem/assignment.
Sound use of critical analysis.
Some minor errors of interpretation and/or fact.
Some "fog" or "wooly" analysis, but only to a minor extent.
Sound written presentation but some poorer parts are evident.
Variable standard in written style, with some inconsistency in effective communication.

Grade C
Adequate understanding of the problem/assignment.
Analysis is rather basic with a tendency to be uncritical and too descriptive.
Thinking and argument show "a good deal of fog" with rather muddled approach. Overall, adequate conclusions but work requires major revisions before being accepted by say, a manager or for outside circulation.
Work needs further revision and correction.

Grade D
Work demonstrates a very basic understanding of the problem/assignment. Very basic written communication and at times lacks coherence.
Very basic to poor written presentation.
Overall, work can be described as weak.
Selected articles for students’ literature review


