Welcome to Marketing 5550 (MBA) – Online. January 16 – May 11, 2018

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 let me know 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 course 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
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 firms’ manufacturing, branding, positioning, distribution and target audiences’ consumption of offerings (products/services/brands). Significant sources of external business threats and opportunities, along with internal resources of a firm necessary for taking advantage of opportunities and being aware and coping with threats and overall positioning of 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 political risk analysis of global markets and subsequent decisions pertaining to product development and market entry strategies and tactics.
• Be able to apply the above points in decision making in global market environment.

In this class, ethical issues are 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 in reviewing the policies as provided by the 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, directed video viewing, and students’ input from their own experiences.

Recommended Textbook


Please Note

1. Students are urged to read the corresponding chapters/topics from the textbook and attempt the relevant discussion questions and experiential exercises on their own. You
are strongly encouraged to read widely on the topics in the course 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 in English. Enjoy!

**Other useful Internet addresses**

For World Advertising Resources www.warc.com/jmh

**Course Policies and Procedures**

Attendance and class discussion

Course 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
appropiate business behavior, i.e., behave like a senior marketing manager.
Behavior detrimental to course 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 class.

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, allowing another student to use your exam answers or passing information to another student in an 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>
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<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>
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**Grading:**
1. Critical case analysis, discussion, and report writing (40%);
2. Discussion of firms’ global marketing practices; Ted presentations and putting forward global marketing policies (20%);
3. Critique, summary, discussion, and report writing from academic articles (40%);

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 taken from the textbook. However, one case chosen for this semester will come from 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 (i.e., holders of MBA degree) 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 to read and critique academic and practitioner articles. The list of articles are provided at the end of this syllabus. Students should obtain the articles from google scholar and other sites. As well, students will be directed to pertinent websites and key Chapters in the textbook. They will be requested to watch video clips and then discuss marketing/practical implications of the discussion. This will be on-going and throughout the semester. Please send all assignment reports to me via email attachment, not BB. Indicate your course – MKTG 5550 in the subject line. Thank you.

**Course Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Source</th>
<th>Topics</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>See Blackboard for syllabus and other articles for the course</td>
<td>• Course introduction – syllabus close reading and review. Read handouts and power-point slides on introduction to international marketing, introduction to marketing, environmental analysis – PESTLE, SWOT. Also read handouts and power-point slides on marketing strategy – segmentation, targeting, positioning, and branding. Make notes for yourself. <strong>No assignment due.</strong></td>
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<tr>
<td>2</td>
<td>See Blackboard for power-point slides and articles on global marketing.</td>
<td>• Please do close reading of Chapter 1 entitled: understanding global markets and marketing. Specifically, read Chapter 1 (pages 3-45). For assignment, read case 1.1 Evalueserve – Managing International Services Marketing in the textbook on pages 42-45. Answer questions 1, 2, and 3 (on page 45) in essay form, not bullet points. <strong>Assignment due on Wednesday January 24 at 11:59pm (CST).</strong></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: <em>Using a firm you are familiar with (e.g., IKEA, Nestle, HP, Ford, New York Life, Exxon Mobile, Peterbilt Motors or even your own firm), research (i.e., 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. Now, referring to your reading from the articles placed on the blackboard and the textbook, put forward some well thought-out marketing policies/guidelines to create competitive advantage(s) for the firm in the global marketplace. Due on Wednesday January 31 at 11:59pm (CST).</em></td>
</tr>
<tr>
<td>4</td>
<td>See the list of articles below this syllabus. Also read your textbook Chapter 2.</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 (i) critically summarize the article and (ii) identify the key points discussed in the article for global marketing – <strong>Due on Wednesday February 7 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 of your choice listed in this syllabus (pages 10-12) briefly discuss the key points raised in the article and then fully discuss the marketing implications (i.e., what is in it for the marketing practitioner? In other words, what is the “take-away” for the marketing manager?) for global marketing. <strong>Due on Wednesday February 21 at 11:59pm (CST).</strong></td>
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</table>
| 6 | Read the textbook. | - Read the textbook Chapters 3, 4, 5 and 6. Make notes for yourself.  
  **No assignment due. However, complete survey questionnaire. Due Wednesday February 28 at 11:59pm (CST).** |
|---|---|---|
| 7 | See Blackboard for articles. | - 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.  
  **Due on Wednesday March 7 at 11:59pm (CST).** |
| 8 | See the list of articles below this syllabus. As well, read Chapter 7 in the textbook. | - Entering Global Markets. Briefly discuss the marketing implications of a chosen article below (pages 10-12) for global marketing.  
  **Due on Monday March 14 at 11:59pm (CST).** |
| 9 | See Ivey Case. | - International Market Planning. SABMiller South Africa: Contextual Leadership in Transforming Culture.  
  - (i) Critically review the case and discuss the key issues emanating from the case. (ii) Then provide the implications for global marketing.  
  **Due on Monday March 26 at 11:59pm (CST).** |
| 10 | Use the internet | - Visit and familiarize yourself with Ted presentations. Visit [www.Ted.com](http://www.Ted.com) and then do a search for global marketing strategy (or global marketing practices). Watch four of the presentations and write brief notes (maximum number of pages is 3) on your observation of the topic – global marketing strategy (i.e., what is it and how is it pursued?).  
  **Assignment in the form of a report is due on Wednesday April 4 at 11:59pm (CST).** |
| 11 | Read your textbook. | - Read your textbook Chapter 9 (pages 347-385). Now read case 9.1 and then answer questions 1, 2, and 3 on page 384.  
  **Due on Wednesday April 18 at 11:59pm (CST).** |
| 12 | 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 Wednesday April 25 at 11:59pm (CST).** |
| 13 | Read your textbook. | - Global marketing practices:  
  - Read your textbook Chapter 10 (pages 390-438). Now read case 10.1 and then do the Exercise Chart on pages 436-438.  
  **Due on Wednesday May 2 at 11:59pm (CST).** |
| 15: Note readings | See Blackboard for pertinent articles – see articles by Mrs. Clinton and Mr. Rubio | - Positioning the United States of America.  
  - Read the two articles closely and make notes for yourself.  
  **No Assignment due on Wednesday May 9.** |
| 16 | | - End of Semester – May 12 |
Grading criteria for written reports, critical reviews and all written assignments

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’ assignments


