

MKTG 5550. DECISION-MAKING IN GLOBAL MARKETS

Course Delivery Format

This course is administered 100% online in the G. Brint Ryan College of Business at the University of North Texas – Denton. It is designated as an AOP [Accelerated Online Program] course. This accelerated 8-week format requires both self-motivation and self-monitoring to ensure a productive and rewarding learning and teaching experience. Although the course is administered 100% online, the professor is available by *Zoom*, *Microsoft Teams*, *LINE*, *WhatsApp*, *WeChat* and/or simply by telephone. The Canvas learning and teaching platform is accessible from any Internet-enabled device (e.g., desktop computer, laptop, tablet, mobile telephone). Please log in to the course at least twice each week during the 8-week period beginning with the first scheduled date of class.

Course Professor

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Course Introduction

Intel's founder Andy Grove asserted that *"You have no choice but to operate in a world shaped by globalization. Adapt or die."* The course critically evaluates Grove's assertion cast against a backdrop of ever-changing industry, market and trade conditions. In Year 2020, the first reported Covid-19 case in the U.S. was on 21 January 2020. It is clearly the greatest public health disruption in more than a century. The economic and trade shutdowns coincide with choked (and often broken) global supply chains that have had an inimitable impact on nearly every sector. This unparalleled global crisis coincides with multiple economic, technological and sociopolitical disruptions in the U.S. and abroad. Many economists had been hopeful that growth in emerging markets could *decouple* from fluctuations in public policy (i.e., trade agreements and tariffs, surge of market strength in China and India, and increased threats to data and market intelligence governance). Regardless of the type of disruption, instability invariably challenges multinational companies (hereafter, MNCs) to adapt marketing tactics and strategies. Please consider some of the current events and their ensuing influences on markets and market planning:

- In January 2021, the insurrection at the U.S. Capitol perpetuated a global shock, renewed calls for removing the U.S. president (a second impeachment) and increased scrutiny of America's Democracy.
- In 2019, the NAFTA agreement – an understanding between Canada, Mexico and the U.S. in 1988 and endured over multiple leadership administrations in each nation – was replaced with a new U.S.-Mexico-Canada Agreement (2019).
- The Pro-Democracy Movement in Hong Kong coincides with the People's Republic of China's strong-armed tactics and continued compromise of Basic Law, influencing currency flows, retailing and distribution. Consider that Hong Kong is the hub for banking and contracts in the region.
- President Trump's default on the Trans-Pacific Partnership (TPP) signed by his predecessor President Barack Obama reversed the direction of a longstanding movement toward free and fair

trade. The architecture of the TPP (formerly, TPA) was a product of the Asia-Pacific Economic Cooperation [APEC] that includes 21 economies.

- The ongoing trade war between the U.S. and PR China has ignited economic and trade uncertainty, and a realignment of trade relationships between economies.
- The persistent lack of political stability in Central and South America, focal markets for FDI, undermines MNCs’ market entry and expansion plans.

These examples of market turbulence reinforce the relevance and timeliness of the issues addressed in this course. The course will consider the macro- and micro-environmental factors that invariably impact global consumption, market entry and expansion, and value chains. While this course is not about international trade, there is an important association between marketers’ decision-making in global markets and the interplay of the political economy. In this course, we consider how marketers will make decisions about where and why to enter or expand into markets in the global economy. Of course, this is largely shaped in marketing mix variables (e.g., product, pricing, promotion ad distribution), target marketing and market positioning.

You may have guessed (correctly) that Canada and Mexico are the top “trading” countries with the U.S. as of December 2019 (see [Foreign Trade - U.S. Trade with . \(census.gov\)](https://www.census.gov/foreign-trade/press/releases/2019-12-19-top-15-trade-partners.html)) But, many other countries in the “Top 10” be less intuitive. Together, the top 15 trade economies account for over 75% of all U.S. trade with other countries. You may not have guessed that Brazil, Ireland, Italy, The Netherlands and Vietnam follow relative to trade volume.

	Economy	Export	Import	Total	% of Total
1	<u>Mexico</u>	256.4	358.1	614.5	14.8%
2	<u>Canada</u>	292.7	319.7	612.4	14.8%
3	<u>China</u>	106.6	452.2	558.9	13.5%
4	<u>Japan</u>	74.7	143.6	218.3	5.3%
5	<u>Germany</u>	60.3	127.5	187.8	4.5%
6	<u>South Korea</u>	56.9	77.5	134.4	3.2%
7	<u>United Kingdom</u>	69.2	63.2	132.3	3.2%
8	<u>France</u>	37.8	57.4	95.2	2.3%
9	<u>India</u>	34.4	57.7	92.1	2.2%
10	<u>Taiwan</u>	31.2	54.3	85.5	2.1%
11	<u>Netherlands</u>	51.2	29.8	81.0	2.0%
12	<u>Italy</u>	23.8	57.2	80.9	2.0%
13	<u>Vietnam</u>	10.9	66.7	77.6	1.9%
14	<u>Brazil</u>	43.1	30.9	73.9	1.8%
15	<u>Ireland</u>	9.0	61.8	70.8	1.7%

International marketing is characterized by significant shifts in the manufacturing, distribution and consumption of products and services. As transitional and emerging economies mature, foreign entry, local marketing and global management become compelling issues in the design and implementation of

marketing strategies. In this course, there is an emphasis on the rapidly changing nature of global markets and implications for the desirability and potential profitability of these markets. Significant sources of threats and opportunities, along with those internal resources necessary for coping with the external environment will form the core material of the course.

Course Perspective

An African proverb counsels that “No one tests the depths of a river with both feet.” Yet, there are countless examples of organizations that literally dive in to new markets, exploring the depths of market opportunity while attempting to stay afloat in the perilous waves of social, cultural, economic and political uncertainty. How perilous does it get? When the world’s largest consumption economy (U.S.) hurts, the pain is felt across the multitude of developing economies. The perspective of the global marketplace is more than dollars and cents; it is a matter of understanding the psychology that underlies buyer behavior. In Year 2020, consumers across the globe are losing confidence: consumer confidence indices are dropping like wet balloons. Yet, there are countless examples of multinational companies that are increasing sales and profitability in the global marketplace. Consider the ancient Chinese fable titled "His Spear Against His Shield." It goes like this:

A man of the state of Chu had a spear and a shield for sale. He was loud in praises of his shield.

“My shield is so strong that nothing can pierce it through.”

He also sang praises of his spear.

“My spear is so strong that it can pierce through anything.”

“What would happen,” he was asked, “if your spear is used to pierce your shield?”

It is impossible for an impenetrable shield to coexist with a spear that finds nothing impenetrable.

Centuries later, President Richard M. Nixon, the 37th U.S. president, noted that "The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. “in a crisis, beware of danger – but recognize opportunity.”

Pedagogical Approach

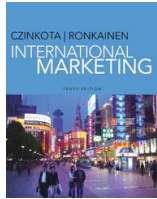
Distance Learning Platform: Canvas (canvas.unt.edu)

All of the course content and graded assignments are supported via the Canvas learning and teaching platform. Accordingly, you must become adept at accessing and using Canvas. Training courses are available, if needed. Should you encounter any issue(s) with Canvas, please contact the Help Desk. The professor does not have the authority or access to manage hardware, software and/or network systems. You may recall that Canvas encountered systemic issues in Fall 2019. If it is a systemic problem, you will be alerted via the UNT Eagle System and/or email. Most problems encountered are related to one of the following:

- Internet browser issues
- Internet connectivity
- Working outside the UNT network

Experiential Learning

To accommodate 100% on-line course delivery, an experiential learning approach is used. Experiential learning – as opposed to didactic learning – requires high engagement and critical thinking. It compels you to reflect on how your own experiences, skills and knowledge may relate to real-world decision scenarios.



If you have enrolled in my courses before, you are likely aware that experiential learning exercises are among the assessment tools. I typically do not use a textbook; however, this course does not have “customized” textbook.

Textbook

The textbook is a condensed version taken from Czinkota, Michael R. and Ilkka Ronkainen, *International Marketing*, 10th Edition, Cengage Learning. The Custom eBook online access for the textbook is <http://www.cengagebrain.com/course/4852882> I was told last semester that the entire book is available at a lower cost from online providers than the customized version. You can look at the chapters covered on the Course Calendar to make your decision choice regarding the acquisition of the textbook.

Course Assessment

International Marketing Quizzes (200 points each). There will be three online quizzes in this course administered through Canvas. Each quiz largely addresses the assigned readings in the course.

Experiential Exercises (200 points each). You will be required to complete two experiential exercises that assess your ability to apply principles of international marketing to real-world decision scenarios. Each experiential exercise will be evaluated based on the following four criteria:

- Critical thinking and logical development (25%)
- Supporting documentation/evidence (25%)
- Written presentation including grammar, spelling and organizational flow (25%)
- Conclusions/recommendations (25%)

Final grades are calculated out of 1,000 possible total points, as follows:

A	B	C	D	F
≥ 900 points	800 – 899 points	700 – 799 points	600 – 699 points	≤ 600 points