PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

KELLEY CARROLL, MBA

MKTG 671.12 MS

GLOBAL MARKETING

FALL 2015
Session A

TUESDAY EVENINGS

6:00 - 10:00 PM

DRESCHER GRADUATE CAMPUS
MALIBU

SYLLABUS
GLOBAL MARKETING
MKTG 671.12 MS
FALL 2015

DAY/TIME
TUESDAY EVENINGS
6:00 PM to 10:00 PM

LOCATION
DRESCHER GRADUATE CAMPUS

CONTACT INFORMATION
Professor Kelley Carroll
Phone: 805.358.5284
kelley.carroll@pepperdine.edu

NOTE: Office hours prior/after class or via phone, by appointment.

COURSE DESCRIPTION
This course covers the fundamentals of global marketing management principles, and the application of these principles in global business.

The globalization of markets has made an international orientation essential to the marketing efforts of most companies. Economic, political, and other environmental changes challenge companies operating in this global arena on a daily basis. This course will examine the unique challenges that a marketer will face in such an environment. For a long time, it has been believed that marketing concepts are universal and, therefore, globalization should lead to the standardization of marketing strategies worldwide. However, research findings from cross-cultural studies in recent decades strongly challenge this belief. It has been realized that there may be standardized consumer products, but consumer behavior from different countries is far from homogeneous. Consumer behavior is strongly influenced by different cultures. Even though the discipline of marketing may be universal, the application of the principles such as customer preferences, communications and distribution systems, varies in different cultural environments.

In today’s business environment, to engage in global marketing is no longer a matter of choice; rather it is imperative, if companies want to succeed. This course intends to give students a comprehensive overview of the framework, and theoretical and practical approaches of global marketing.

COURSE OBJECTIVES
• Understand marketing principles and their implication in the global business environment
• Comprehend consumer behavior in different cultural environments, and how to create value to satisfy different market needs and demands
• Provide students with the knowledge and framework of developing global marketing strategies
• Cultivate strategic thinking and develop marketing management skills through developing a marketing plan for a global company
• Develop critical thinking and cultural sensitivity to identify new business opportunities in the world
• Apply marketing principles to resolve business issues in a globalized business

PROFESSOR’S EXPECTATIONS
▪ Students should come to class fully prepared and ready to discuss all assigned material
▪ Contribute to the class discussion in a way that enhances the learning process
▪ Conduct yourself in class as you would in a business situation (i.e., be courteous, offer constructive criticism, compliment on a job well done, and give thoughtful feedback)
▪ Share responsibility for the quality of the experience
▪ Attend all class sessions

COURSE MATERIALS

Didner, Pam Global Content Marketing, McGraw-Hill Education.

*Required Cases: Case Studies will be required reading for all students, and will be presented/discussed on the assigned evenings. Cases can be ordered online from HBS Publishing, via the Coursepack link:

Coursepack link: https://cb.hbsp.harvard.edu/cbmp/access/38371713

*Teams and case assignments will be covered in our first class session.

GUEST SPEAKERS
I hope to have a few guest speakers during the term. They are TBA, and will be relevant to the specific topics we are discussing.

DESCRIPTION OF ASSIGNMENTS

Class Attendance & Participation – 10 points
Individual class participation will be worth 10 points, and will be based primarily on quality and secondarily on the frequency of contributions to class discussions and in-class assignments. Additionally, since we meet only seven times as a class, regular class attendance is expected.

Forum Postings/Discussion – 5 points
All students will be required to post one global marketing-based article, and comment (relevantly) on four other discussions on our class forum.

**Team Case Presentations – 40 points**
The class will be divided into teams, and all teams will be required to analyze each case study, participate in class discussion and write a 15-20 case paper analysis. Teams will be evaluated on their analysis and discussion of the issues. I will be providing a series of questions for the teams to consider in their papers. Each case analysis paper and group contribution to class discussion will be worth 10 points.

**Tests – 20 points**
There will be two tests given in the course, each worth 10 points, and will cover textbook-based material, as well as material from *Global Content Marketing*. Specifically, the mid-term and final will cover the chapters that have been discussed so far in class. The format of the tests will be short-answer/essay.

**Final Group Project – Global Marketing Plan – 50 points**
The final project involves marketing a product or service in an emerging market. The plans should be based upon a thorough understanding of the political, cultural, economical, social, legal and financial environments. Each group should apply the fundamental concepts and principles of global marketing in developing a comprehensive and feasible marketing plan. The plan should include, among other things, market analysis, entry strategy, product, branding, pricing and distribution strategies, as well as taking cultural, political, legal, economical factors and other major factors into consideration. Details on the deliverables will be discussed in our first class session.

**LATE ASSIGNMENTS**
No late assignments will be accepted.

**GRADING**
Grades for the course will be computed from the following components:

- Class Attendance and Participation (10 points)
- Forum Postings – Global Marketing Articles (5 points)
- Team Case Study Papers & Discussion (40 points – 10 points per case; graded as a team)
- Tests (20 points, mid-term and final, worth 10 points each)
- Final Group Project (50 points)

**TOTAL: 125 points**
GRADING OF PERFORMANCE:

<table>
<thead>
<tr>
<th>FINAL GRADE</th>
<th>TOTAL POINTS</th>
<th>CORRESPONDING %</th>
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<tbody>
<tr>
<td>A</td>
<td>117-125</td>
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<td>A-</td>
<td>112-116</td>
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<td>B+</td>
<td>108-111</td>
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<td>C+</td>
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ATTENDANCE
Again, regular attendance is critical for successful completion of this course. Since class discussions and interaction is an integral part of learning, each student is expected to arrive on time and come prepared to share their experiences and insights. If personal/work situations require you to miss a class, it is your responsibility to keep up with assignments and the planned schedule. Students should contact me beforehand to alert me of an absence. Generally, absences are considered “excused” only in cases of extreme emergency, religious holiday or to fulfill academic/scholarship requirements. Unexcused absences will be evaluated on a case-by-case basis and will adversely affect your grade.

MOBILE PHONE & LAPTOP POLICY

Mobile devices are not permitted during class time.

Laptops may be brought to class, but should be used only on class-related topics – please let me know if you have rented your book and/or are accessing the text online. Please handle all personal issues on your break, and limit your laptop use to class related websites.

CONDUCT
This course may require electronic submission of essays, papers, or other written projects through the plagiarism detection service Turnitin (http://www.turnitin.com). Turnitin is an online plagiarism detection service that conducts textual similarity reviews of submitted papers. When papers are submitted to Turnitin, the service will retain a copy of the submitted work in the Turnitin database for the sole purpose of detecting plagiarism in future submitted works. Students retain copyright on their original course work. The use of Turnitin is subject to the Terms of Use agreement posted on the Turnitin.com website. You may request, in writing, to not have your papers submitted through Turnitin. If you choose to opt-out of the Turnitin submission process, you will need to provide additional research documentation and attach additional materials (to be clarified by the instructor) to help the instructor assess the originality of your work.
The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

- **Dismissal** – Separation of the student from the University on a permanent basis.
- **Suspension** – Separation of the student from the University for a specified length of time.
- **Probation** – Status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student’s privileges may accompany probation.”

**Policy on Disabilities**
**Assistance for Students with Disabilities**
The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no
obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: http://www.pepperdine.edu/disabilityservices/.
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Agenda Topics/Tests</th>
<th>Text Reading</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>1</td>
<td>8/25</td>
<td>• Professor/Student/Course Introductions</td>
<td>Global Marketing:</td>
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<td>• Syllabus Review</td>
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<td>• Class Discussion:</td>
<td>• Global Marketing in the Firm</td>
<td>Chapters 1 &amp; 2</td>
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<td>• Initiation of Internationalization</td>
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<td>• The Internet Has No Borders</td>
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<td>• Why Globalize Your Content</td>
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<td>• 4 P’s of Global Content Marketing Cycle</td>
<td>Introduction, Chapters 1 &amp; 2</td>
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<td>2</td>
<td>9/1</td>
<td>• Class Discussion:</td>
<td>Global Marketing:</td>
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<td>• Development of the Firm’s International Competitiveness</td>
<td>Chapter 4</td>
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<td>Global Content Marketing:</td>
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<td>• Organize a Team for Global Content Marketing Success</td>
<td>Chapter 3</td>
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<td>CASE STUDY #1:</td>
<td>Taco Bell in India</td>
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<td>Global Marketing Project:</td>
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<td>PRODUCT &amp; COUNTRY SELECTIONS DUE</td>
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<td>3</td>
<td>9/8</td>
<td>• Chapter Discussion:</td>
<td>Global Marketing:</td>
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<td>• The Political and Economic Environment</td>
<td>Chapters 6 &amp; 7</td>
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<td>• The Sociocultural Environment</td>
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<td>• The First P of the Global Content Marketing Cycle: PLAN</td>
<td>Chapter 4</td>
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<td>CASE STUDY #2:</td>
<td>NFL in the U.K.</td>
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| 4    | 9/15 | • Class Discussion:  
|      |      |   o Approaches to the Choice of Entry Mode  
|      |      |   o The Second P: PRODUCE  
|      |      | • MIDTERM  
| 5    | 9/22 | • Class Discussion:  
|      |      |   o Product Decisions  
|      |      |   o The Third P: PROMOTE  
| 6    | 9/29 | • Class Discussion:  
|      |      |   o Pricing Decisions & Terms of Doing Business  
|      |      |   o Communication Decisions  
|      |      |   o The Fourth P: PERFECT  
| 7    | 10/6 | • FINAL EXAM  

- **Global Marketing:**  
  - Chapter 9  
  - Chapter 14  
  - Chapter 6  
  - Chapters 15 & 17  
  - Chapter 7  

- **Global Content Marketing:**  
  - Chapter 5  
  - Case Study #3: The Nokia N8 “Push Snowboarding” Campaign  
  - Case Study #4: Trends or Fads: L’Oréal Social Media Strategies  

- **Final Exam**  

- **Global Marketing Plans & Group Presentations**