Faculty Name: Carla S. Kennedy
Office Hours: By appointment
Phone Number: 269-341-9347
E-Mail: carlakennedy@sbcglobal.net
Class Meeting/Time: 6-9 pm May 5-June 23 Room TBD
Required Texts: Global Marketing Strategies, 6th edition
Jeannet/Hennessey, ISBN 0-618-310592
A Writer’s Resource: A Handbook for Writing
And Research, Maimon & Peritz, McGraw-Hill. ISBN 978 007 325 8928*

*This resource book will be used throughout all Siena Heights University
classes, including the Master’s Degree program.

Siena Heights University Mission Statement
The mission of Siena Heights, a Catholic University, founded and sponsored by
the Adrian Dominican Sisters, is to assist people to become more competent,
purposeful, and ethical through a teaching and learning environment which
respects the dignity of all.

Course Description
The study of specific techniques for the successful management of marketing
functions in a multinational context where the parameters differ from those in
domestic marketing.

Course Outcomes
- the ability to express ideas in written, verbal and visual forms
- the ability to develop original ideas or use common solutions in uncommon
  ways
- the ability to effectively separate a complex problem or situation into its
  component parts in order to identify solutions

Siena Heights University Program Outcome Statement
This course will lead student to consider:
- The nature and values of other cultures
- Positive goals such as justice and social responsibility

Graduates of Siena Heights University will have gained the knowledge, skills and
attitudes necessary to continue developing as self-respecting adults and will be
capable of:
- Making sense of their daily work and personal lives
- Taking appropriate actions
- Realizing that their search for final answers must be lifelong
**General Education Learning Outcomes**

This course will challenge students in the following areas:
- analyzing other cultures
- analyzing problem situations
- determining effective strategies

**Learning Strategies**

To achieve our objectives, we will use a combination of lecture and class discussion of text material and current events, case discussions, a research paper and an oral presentation of your research.

**Assessment Strategies**

There will be a variety of evaluation tools. There will be 3 essay exams, a research paper consisting of both written and oral portions, and 2 case notes.

Research Paper Evaluation: 70 points for Content of Research – breadth and depth, quality and variety of sources. 30 points for Quality of Writing – grammar, English mechanics, punctuation, headings and subheadings.

Oral Presentation Evaluation: 50 points for Quality of delivery – eye contact, animation, volume, visual aids. If using Power Point, do not simply read from the screen. 50 points for Quality of Information Coverage.

Case Note Evaluation: You will be responsible for notes. I ask that you set up your notes using the following headings: 1) Problem Statement, 2) Analysis (what’s being done correctly and incorrectly, 3) Solution

**Grading Policy and Scale**

<table>
<thead>
<tr>
<th>Evaluation Type</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams (50 points each)</td>
<td>150 points</td>
</tr>
<tr>
<td>Research Project Paper</td>
<td>100 points</td>
</tr>
<tr>
<td>Research Project Presentation</td>
<td>100 points</td>
</tr>
<tr>
<td>Case Notes (10 points each)</td>
<td>20 points</td>
</tr>
<tr>
<td>Total Possible</td>
<td>370 points</td>
</tr>
</tbody>
</table>

90-100 = A  
80-89 = B  
70-79 = C  
60-69 = D  
<60 = E
**Attendance Policy**

Regular class attendance and class participation are necessary for successful completion of the course. While attendance will not directly be a major consideration in the determination of the final grade, it will be used to influence the grade in marginal situations.

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**Academic Dishonesty Policy**

A. Definition

Academic dishonesty is unethical behavior which in any way violates the standards of scholarly conduct. It includes such behaviors as cheating on assignments or examinations, plagiarizing, submitting the same or essentially the same papers for more than one course without the consent of all instructors concerned, misappropriating library materials, or the destroying of or tampering with computer files. Also included in academic dishonesty is knowingly or intentionally helping another to violate any part of this policy.

B. Student Responsibility

Students should familiarize themselves with the complete Siena Heights University Academic Dishonesty Policy, which can be obtained from the SHU Undergraduate Catalog 2008-2010 on the website. Students are not excused from adherence to the policy even if they have not read it.

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**Academic Accommodations (Disability Statement)**

Siena Heights University is committed to providing a learning environment that benefits all students. Pursuant to the Americans with Disabilities Act of 1990, all reasonable accommodations will be made to meet the documented needs of students. The Siena Accommodations Policy for Students with Disabilities requires a student to provide written documentation of his/her disability to the Academic Advising Office. If you require special accommodations, it is your responsibility to notify each instructor during the first two weeks of the semester. (See page 194 of the SHU Undergraduate Catalog 2008-2010 – available on the SHU website.)
## Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapters</th>
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</table>
| May 5    | Chapter 2 – Global Economy  
Chapter 3 – Cultural and Social Forces  
Take-Home Case |
| May 12   | Chapter 4 – Political and Legal Forces  
Chapter 5 – Global Markets and Buyers  
Take-Home Exam |
| May 19   | Chapter 7 – Developing a Global Market  
Chapter 8 – Global Marketing Strategies |
| May 26   | Chapter 9 – Global Market Entry Strategies  
Chapter 10 – Pricing  
Take-Home Exam |
| June 2   | Chapter 11 – Global Communication  
Chapter 12 – Global Advertising  
Take-Home Case |
| June 9   | Chapter 13 – Global Product and Service Strategies  
Chapter 14 – Developing New Products |
| June 16  | Chapter 15 – Managing Distribution Channels  
Take-Home Exam |
| June 23  | Project Presentations |

## Assignment List

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>First Case (May 5)</td>
<td>May 12</td>
</tr>
<tr>
<td>Second Case (June 2)</td>
<td>June 9</td>
</tr>
<tr>
<td>Project Paper &amp; Presentation</td>
<td>June 23</td>
</tr>
</tbody>
</table>

Each Take-Home Exam must be e-mailed to me by the following Saturday – Noon. Exams should be done on your e-mail page not on an attachment. Some attachments are difficult or impossible for me to open.

I will provide you with a handout on the first day of class that will guide you through your Research Project.

## Academic and Professional Integrity

Siena Heights University expects its students to use resources with consideration for ethical concerns and legal restrictions. The principles of truth and honesty are recognized qualities of a scholar and of a competent, purposeful and ethical individual. Siena Heights University expects its students to honor these principles. Academic and professional integrity refers to the representation of one’s self and one’s work honestly while demonstrating respect for the accomplishments and contributions of others. Penalties for plagiarism and copyright infringement are at the discretion of the course instructor.