MKT 470: Global Marketing

Instructor: Ernie Wake
Date/Time: Mondays, 6:00-9:00PM, July 2—August 20
Classroom: C-115
Office Hours: Before or after class
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(269) 556-9419 (home)
E-mail: ewake@heathkit.com

Course Description
This course provides an introduction to international marketing theory and research with practical examples of solutions to complex international problems. It focuses on the political, legal, and cultural considerations inherent in international business and their relationship to market decision making. This course will familiarize students with the factors that shape international decisions by giving students the opportunity to apply and extend basic concepts from previous marketing courses in an international context. Moreover, the course should help students understand and appreciate different cultures and their influence on the global marketplace. This class will be discussed within a framework of “real-world” marketing issues and opportunities.

Course Outcomes
• Be able to recognize the importance of international marketing and the complexities of relevant international environments
• Explain the cultural, historical and sociological makeup of a chosen country
• Use marketing planning skills for the marketing of products to a country of interest
• Recognize the many practical requirements for implementation of international marketing plans
• Explain aspects of foreign cultures and case analyses to classmates, demonstrating an appreciation for and interest in global topics
• Apply case analysis and presentation skills

Program Learning Outcomes

• Communication: The ability to express ideas in writing, verbally and visually.
• Creativity: The ability to develop original ideas or use common solutions in uncommon ways.
• **Analysis:** The ability to effectively separate a complex problem or situation into its component parts to identify solutions
• **Integrative thinking:** The ability to detect interrelationships among component parts and assess their importance in creating solutions

**Required Text:**

**Course Details:**
Course Materials: The text provides the bulk of the material you will study. Occasionally, I may provide you with handouts, articles, cases or other materials. These are to be read and studied just as you would a textbook chapter. Sometimes, I will present material in class that supplements and elaborates the basic concepts presented in the text.

Preparation for Class: This course will be a combination of lecture and discussion. All students are encouraged to actively participate in class discussion by asking and answering questions and by offering ideas and suggestions. It is critical that you read **READ** and **THINK ABOUT** the assigned material **PRIOR** to each class. This is your key responsibility. I expect you to be prepared for class. In this way we are more likely to have an interesting learning experience at each meeting.

**Course Requirements:**
Students will be graded as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Country Profiles</td>
<td>30%</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>35%</td>
</tr>
<tr>
<td>Case Study (3)</td>
<td>30%</td>
</tr>
<tr>
<td>Participation</td>
<td>5%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Country Profiles:**
Each student will be responsible for choosing a country to profile. Two students may choose the same country, but **EACH STUDENT WILL BE RESPONSIBLE TO DEVELOP THEIR PROFILES INDIVIDUALLY.** Students **MAY NOT** choose their home country. Students will be required to present their country profiles to the class. The presentations will account for 10% of the overall profile grade (10% out of the 30%). Presentations will be assessed on the basis of preparation, creativity, and depth of conciseness. Requirements for the Country Profile will be handed out on the first night of class.

**Marketing Plans:**
Students will be required to submit a detailed plan for marketing of a product in their country of choice. Students may work alone or with a partner. The plan must be for a country researched by one of the partners. Marketing plans will be presented in class. The outline for the plan will be handed out during the first night of class.
**Case Study:**
Each student will be responsible for reviewing three (3) case studies from our textbook. I will hand out a case study format during the first night of class. I’ll expect a professional product with no mis-spelled words and proper grammatical structure.

**Grading Scale:**
- A = 900 - 1000 points
- B = 800 - 899 points
- C = 700 - 799 points
- D = 600 - 699 points
- E = Below 599 points

**Attendance Policy:**
Attendance in all 8 sessions is expected. Missing one session implies missing 12.5% of the course. Such is the nature of a compressed schedule. Class time involves hands-on exercises, group activities and oral presentations—all of which are part of a shared-learning approach that is critical to fully understanding the material. Since we will be applying theory to real world applications your attendance is important. Therefore, your final grade will lowered by 5% for each class that is missed, unless you arrange in advance with your instructor or due to extenuating circumstances beyond the student’s control (e.g., hospitalization, serious illness, death in the family) that is accepted by your instructor.

**Make-up Policy:**
- All assignments are due on the date assigned.
- Missed in-class assignments cannot be made up.

**Academic Dishonesty Policy:**
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 on course without the consent of the instructors concerned. Also included in academic dishonesty is knowingly or intentionally helping another violate any part of this policy. Academic dishonesty will result in a failing grade for the assignment in question and a report to the Dean of Academic Affairs.

**Students with Learning Disabilities:**
“Siena Heights University is committed to providing a learning environment that benefits all students. Pursuant to the American with Disabilities Act of 1990, all reasonable accommodations will be made to meet the documented needs of students. Siena’s Accommodations Policy for Students with Disabilities requires students to provide written proof 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.”
## Course Schedule and Assignments:

<table>
<thead>
<tr>
<th>Date</th>
<th>Discussion Topics</th>
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<tbody>
<tr>
<td>July 2</td>
<td>Class introduction, Review of syllabus, Projects Chapters: 1 &amp; 2</td>
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<tr>
<td>July 9</td>
<td>Chapters: 3 &amp; 4 DUE: Case Study # 1 (Presentations)</td>
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<td>July 16</td>
<td>Chapters: 5, 6 &amp; 7</td>
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<tr>
<td>July 23</td>
<td>Chapters: 8, 9 &amp; 10 DUE: Case Study # 2 (Presentations)</td>
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<td>July 30</td>
<td>Chapters: 11, 12 13 &amp; 14</td>
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<td>August 6</td>
<td>Chapters: 15 &amp; 16 First Group of Country Profile Presentations</td>
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<tr>
<td>August 13</td>
<td>Chapters: 17 &amp; 18 Second Group of Country Profile Presentations DUE: Article Review # 3 (Written Only)</td>
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<tr>
<td>August 20</td>
<td>Chapters: 19 Due: Marketing Plans</td>
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