

INB310 Global Marketing

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course explores the impact of economic, cultural, political, legal and other environmental influences on international marketing. Within this context, we will discuss how to identify and analyze worldwide marketing opportunities, and examine product, pricing, distribution and promotion strategies. This marketing course is structured to provide ample opportunity for interaction among students and between students and the instructor with respect to discussing key issues in global marketing.

Course Outcomes

At the completion of this course, students should be able to:

- Describe the scope and key challenges of international marketing as compared to domestic marketing
- Identify cultural drivers and principles that aid in developing international marketing strategies
- Evaluate the impact international organizations and institutions have on global trade and international marketing initiatives
- Illustrate the stages of economic development and assess a specific countries current stage of development
- Develop a international marketing plan using the four stage model
- Analyze the distribution channels in foreign markets and provide recommendations for efficient distribution management
- Assess a MNE's international or global marketing strategy utilizing the Integrated Communications Marketing model
- Create a comprehensive Country Notebook

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required or Supplemental Text or Resources:

Cateora, P., Gilly, M., & Graham, J. (2013). International Marketing. 16th Ed. New York, NY: McGraw-Hill

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career at .

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1		Scope, Challenge and Culture
Outcomes		<ul style="list-style-type: none"> • Differentiate domestic marketing from international marketing • Describe the impact of self-referencing criterion and ethnocentrism • Explain the primary principles and economic structures that promote international trade • Illustrate how climate and geographical factors necessitate product adaptation
Readings		<ul style="list-style-type: none"> • Chapter 1 - The Scope and Challenge of International Marketing • Chapter 2 - The Dynamic Environment of International Trade • Chapter 3 - History and Geography: The Foundations of Culture
Lectures		<ul style="list-style-type: none"> • Self-Referencing Criterion and Manifest Destiny • Adaption
Multimedia		<ul style="list-style-type: none"> • Globalization and the Changing Business Landscape
Discussion		Self-referencing criterion (SRC) and ethnocentrism
Assignments		Product adaptation
Week 2		Cultural Dynamics and Management Styles
Outcomes		<ul style="list-style-type: none"> • Describe the primary origins of culture and how they impact marketing initiatives and strategy • Identify the key elements of culture and the process of adaptation for managers • Compare and contrast management styles and business practices to include ethical variations • Identify international organizations and institutions that provide analytical information to aid in the international marketing decision-making process.
Readings		<ul style="list-style-type: none"> • Chapter 4 - Cultural Dynamics in Assessing Global Markets • Chapter 5 - Culture, Management Style, and Business Systems
Lectures		<ul style="list-style-type: none"> • The Origins of Culture
Multimedia		<ul style="list-style-type: none"> • Corporate Social Responsibility: Starbucks
Discussion		Primary origins
Assignments		Cultural awareness quizzes
Quiz		Refer to your course

Week 3 Political, Legal and Research Aspects of Global Marketing	
Outcomes	<ul style="list-style-type: none"> Analyze the concept of national sovereignty and membership in international organizations Describe political risks and actions MNE's must be aware of when entering foreign markets Identify legal systems, laws and conventions Illustrate the process of evaluating the validity and reliability of secondary research
Readings	<ul style="list-style-type: none"> Chapter 6 - The Political Environment: A Critical Concern Chapter 7 - The International Legal Environment: Playing By the Rules Chapter 8 - Developing a Global Vision through Market Research
Lectures	<ul style="list-style-type: none"> International Marketing Research
Discussion	National sovereignty
Assignments	The four validation criteria

Week 4 Economic Development Around the World	
Outcomes	<ul style="list-style-type: none"> Describe the factors and stages of economic development Illustrates the primary cultural and economic drivers of development in Europe, Africa and the Middle East Differentiate the levels of economic development in the Asia-Pacific region
Readings	Chapter 9 - Economic Development in the Americas Chapter 10 - Europe, Africa and the Middle East Chapter 11 - The Asia Pacific Region
Lecture	<ul style="list-style-type: none"> Economic Development
Discussion	Analysis
Assignments	Country notebook
Quiz	Refer to your course

Week 5 Global Marketing, Products and Services to Customers	
Outcomes	<ul style="list-style-type: none"> Differentiate global marketing management from international marketing management Illustrate the four phases of the planning process and identify the modes of entry Evaluate product or service quality issues and the impact on international markets Identify distinct cultural imperatives and how a culture alters a product
Readings	Chapter 12 - Products and Services for Consumers Chapter 13 - Products and Services for Businesses

Lectures	<ul style="list-style-type: none"> The International Planning Process
Discussion	The four phases of the planning process
Assignments	Marketing Audit and Competitive Market Analysis of the Country Notebook

Week 6	Product Services and International Marketing Channels
Outcomes	<ul style="list-style-type: none"> Describe the stages of economic development Differentiate the types of demand and factors that influence demand Illustrate the types of channel distribution Analyze the factors of channel management
Readings	Chapter 14 - Products and Services for Businesses Chapter 15 - International Marketing Channels
Lectures	<ul style="list-style-type: none"> Industrialization
Discussion	The degree of industrialization
Assignments	e-commerce
Quiz	Refer to your course

Week 7	Marketing Communications and Sales Management
Outcomes	<ul style="list-style-type: none"> Describe the component of the Integrated Marketing Communication model Analyze the degree to which a firm utilizes the IMC model in international markets Identify the pros and cons of international assignments
Readings	<ul style="list-style-type: none"> Chapter 16 - Integrated Marketing Communications and International Advertising Chapter 17 - Personal Selling and Sales Management
Lectures	<ul style="list-style-type: none"> Marketing Communications and Sales
Discussion	"Top 20 Global Advertisers"
Assignments	Country Notebook project final submission

Week 8	International Pricing Models
Outcomes	<ul style="list-style-type: none"> Evaluate international pricing models Describe the components that impact pricing in international markets Compare and contrast the payment methods of two countries, one in Africa and one on Europe

Readings	Chapter 18: Pricing for International Markets
Lecture	<ul style="list-style-type: none">• International Pricing Strategy
Discussion	Pricing model
Assignments	Reflection
Quiz	Refer to your course

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	50%
Discussions	30%
Quizzes	20%
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy

- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>