



# Global Marketing

## COURSE DETAILS

**Course Designator and Number: BCLA 3002**

**Number of Credits: 3**

**Language of Instruction: Spanish**

**Contact Hours: 45**

**Instructor: On-Site Faculty**

## COURSE DESCRIPTION

This course provides an exploration of basic knowledge of global marketing, focusing on the impact of environment on the strategies used by firms, and the understanding of consumer behavior management as it relates to the development and implementation of global marketing strategies. Worldwide business represents real opportunities for a firm but also creates difficulties, challenges and new ways of implementing marketing. Global marketing is a specific kind of marketing applied to international firms in order to implement the same strategy within the entire market taking into account cultural, economic, social, political, etc., specifics for each area.

This course will provide the basic knowledge of global marketing focusing on the impact of environment on the firm strategy, the development and implementation of a global marketing strategy and the understanding of consumer behavior management in a global strategy. Case studies applied to worldwide business contexts as well as more specific European contexts will provide concrete illustrations for the students.

## Course Objectives

Students will be able to:

- Analyze the orientation of marketing in a global context
- Customize a product for entry into the international market

- Investigate important cultural facts as they relate to distribution channels and market access
- Identify strategies for branding, communication and distribution
- Examine the impact of environment on marketing strategies
- Understand the importance of geographic and historical effects on global markets
- Become aware of the legal constraints, linguistic and media limitations, and cultural diversity in the creation of international communication strategies

## Methodology

- Lecture / discussions
- Case studies
- Small groups and individual tasks

### Case Studies

- A short case study on a specific brand or firm will be proposed to the students to illustrate the different classes. The objective of these case studies is to provide concrete illustration of global marketing topics.

### Country Snapshots

In order to extend the knowledge of the class about specific countries, each student will make a presentation on one assigned country. The objective of this presentation is to highlight important marketing facts for this country like:

- socio-demographic context
- important cultural facts and consumer specificities
- important local and international brands
- media and communication
- distribution channels and market access
- etc.

A 15 minutes presentation followed by a 15 minutes class discussion will provide information on the marketing environment for this country.

### Final Project

The final project consists in an analysis for launching a brand in another country. Students will work in teams. Each team will have an assigned brand and will have to conduct a market analysis in order to:

- analyze the situation of the assigned brand
- find out between 3 and 5 high potential countries for this brand
- select one country and justify the choice
- Highlight the opportunities and threats on this future market (cultural, economic, social, political, etc.)
- Choose specific segmentation for the new market
- Define positioning, branding and price policy
- Define a communication strategy
- Define an organization of the distribution

Classes will provide students with necessary skills and with an on-going coaching and guidance from the professor. They will receive feedback on their work by the professor and the rest of the group concerning their choices and analyses. Each team will make a 15-minute presentation followed by questions and comments.

## **Required Readings/Materials**

- Kiefer Lee and Steve Carter (2009) Global Marketing Management, Second Edition, Oxford; New York: Oxford University Press.
- Svend Hollensen (2008) Essential of Global Marketing, 1 edition, Financial Times/Prentice Hall

## **Additional bibliography:**

- Kate Gillespie & H. David Hennessey (2010) Global Marketing, third edition, South-Western College Pub
- Warren J. Keegan (2002) Global Marketing Management, 7th edition, Prentice Hall

# Grading

## Grading Rubric

<b>Letter grade</b>	<b>Score or percentage</b>	<b>Description</b>
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

## Summary of How Grades Are Weighted

<b>Assignments</b>	<b>Percentage of grade</b>
Country snapshot	15%
Individual participation	10%
Final project	40%
Final exam	35%
Overall grade	100%

# COURSE CONTENT

## Unit 1

### Introduction to global marketing

- what is marketing?
- what is global marketing?

## Unit 2

### The global marketing environment

- economic environment
- social and cultural environment
- political and legal environment
- other important facts

## Unit 3

### **Global marketing strategy**

- export diagnostic
- competitive analysis
- partnership and cooperation

## Unit 4

### **Consumer approach**

- international market studies
- segmentation – targeting – positioning

## Unit 5

### **Global marketing mix**

- product
- price
- communication
- distribution

## **POLICIES**

### **Attendance Policy**

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

### **University of Minnesota Policies & Procedures**

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

## **Scholastic Dishonesty**

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an “F” or “N” for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

## **Student Conduct**

The University of Minnesota has specific policies concerning student conduct. This information can be found on the Learning Abroad Center website.