SYLLABUS
Global Marketing - Fall 2020
MKTG 3231-002  Course # 17006
Belk College of Business, UNC-Charlotte

Instructor: Mrs. Tamara L. Cohen
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www.belkcollegeofbusiness.uncc.edu/tcohen3

Time Place

Class Mondays & Wednesdays 4:00 – 5:15 pm 100% online
Office hours Mondays 11:00 am – 12:00 pm, or by appointment

Course Introduction
Building on the fundamentals of marketing, this course introduces the context of the global environment in Global Marketing. Recognizing the cultural, social, legal, political, financial and geographic dimensions of the global marketplace, the course will examine social responsibility and ethical obligations implicit in global marketing, and assess the impact and integration of global factors in marketing programs.

Course Learning Outcomes, i.e. what can you expect to DO after completing this course?
1. Appreciate how local cultures impact customer needs and marketing strategies.
2. Distinguish ways in which the global environment affects what, where, when, why and how people consume all over the world.
3. Recognize social and ethical responsibilities global marketers have to stakeholders.
4. Understand major phenomena such as emerging markets, innovation in the global arena, and communication and negotiation with global constituencies.
5. Construct marketing strategies tailored to cultural differences among countries.

Course Prerequisite
Marketing Concepts (MKTG 3110) with a grade of C or better

Reading materials
Reading matter, videos and other materials will be specified and/or posted on Canvas on the relevant class days (under each class’s respective Module).

Course Structure
A combination of lectures, visiting speakers, class discussions, a group project, reading assignments, viewing assignments, writing assignments, case studies and exams will be used to accomplish the learning outcomes of this course.

Course Schedule is posted on Canvas.

Grading
1. Exams 1st at 15%, 2nd & 3rd at 18% 51%
2. Case Analyses 2 x 7.5% each 15%
3. Group Project 10%
4. Class Participation 10%
5. Homework Assignments (best 7 of 10) 14% 100%
Extra credit max. +5.375%

Grade Distribution
A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: lower than 60
1. **Exams (1st at 15%, 2nd at 18%, 3rd at 18%)**

All exams are closed-book and must be taken on the assigned dates during the semester. The exams will be based on material from texts, lectures and class discussions. It is imperative that you keep up with readings and attend class.

There will be no make-up exams. If you have to miss an exam, you must have a verifiable University excused absence (e.g. a medical emergency or a university athletic event).

**Exam ownership.** Exams take many hours to prepare and, as a form of intellectual property, belong to those who create them (your professors). Consequently, exams must remain in my possession or under my control at all times unless you receive explicit written permission to keep or copy them. **This means that exam papers cannot be copied during their administration or during their subsequent review, unless explicitly permitted by the instructor.** Theft of intellectual property will result in an exam grade of zero and may warrant further disciplinary action.

**Grade appeals.** If you believe that the grade you received on an assignment, exam, or other graded course component was in error or unfair, you may appeal to the instructor in writing within 10 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.
2. **Case Analyses (2 x 7.5%)**

Cases are to be prepared with one partner.
Work with a different partner for each case.

2 cases are assigned for analysis:
- **Case #1**: Nestlé in Brazil (New York Times article)
- **Case #2**: Unilever Brands Challenged (Wall Street Journal article)

You are expected to prepare BOTH cases as written reports.

Requirements for each Case Write-up:
1. You and your partner should submit one write-up together. List your names in alphabetical order (by last name). Present your analysis as a team, i.e. “we recommend …” rather than “I think …”
2. Every effort should be made to work with a partner rather than on your own. If you have not found a partner independently by the time designated, the instructor will find randomly assign a partner to you.
3. You may repeat a partnership, but there will be a penalty of -10%. Repeating a case on your own constitutes repetition, thus attracts the repetition penalty of -10%.
4. Your write-up must be 4 - 6 pages, typed and double-spaced, excluding exhibits and appendices. Presentation is important. Attention to details is important. Number your pages. Make sure headings are never at the bottoms of pages. Proof read, proof read.
5. Submit one paper per partnership via Canvas on the Assignments tab. Case studies must be submitted before class time on the due date.
6. Grading rubric is available on Canvas. Read the rubric carefully before writing up your first case.
7. Your Case Write-up MUST use the following categories. **Use these headings:**
   - Executive Summary (1 paragraph on 1st page). This typically includes major features of the background, and your assessment of major problem(s) and their solutions (i.e. Recommendations). Executive summary ≠ an introduction.
   - Background (brief summary of case as you see it)
   - Problems (be incisive; identify all problems you see, including those identified in case text)
   - Courses of Action (look at several possibilities)
   - Recommendations (which course of action?)
   - Conclusions
   - Exhibits, appendices, references (include case text and at least one other; use any recognized academic system to acknowledge reference materials)

Along with your grade, you will receive individual qualitative feedback from the instructor after the first case study. You are expected to read and heed this feedback; this is useful to improve your professionalism and help avoid making the same mistakes in future case studies.

Please review “How to write a great CASE STUDY” on Canvas.
3. **Group Project (10%)**

 choose a specific product/service to introduce to a foreign country; develop a marketing strategy to bring this product/service to the country, accounting for differences in local culture and other aspects of the local market.

This group project is a simulated, hands-on experience in the development of a global marketing strategy. The point of this project is to use what you have learned. Apply concepts and terminology appropriately. As we go through the semester, keep track of ideas and concepts relevant to your project. Credit will be awarded for inclusion of concepts learned during the semester.

Students form their own groups of 6 students to work on the project. Please register your group via email with the instructor by class time on Monday Sept.21. If anyone needs help finding a group or adding group members, the instructor will assist after class time on Sept.21.

Please register your group’s country preference with the instructor as soon as you have made your selection even if your group is incomplete. A country may selected by only one group for the project. First-come-first-served. Countries that may not be chosen are Canada and the USA.

The Group Project has 3 components:

1. Project Proposal 10%  
2. Oral Presentation 30%  
3. Final Report 60%  

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Your contribution to the Group Project will be evaluated by each member of your group, using a confidential peer evaluation form. Peer evaluations will be included in your individual grade for the group project.

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<tr>
<th>Submit via Canvas ONE</th>
<th>Project Proposal per group before class begins on the due date. Your Proposal should be 2 pages, double-spaced, and include names of all group members in alphabetical order.</th>
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<tr>
<td>Submit via Canvas ONE</td>
<td>Presentation power point (PPT) per group before class begins on the presentation date.</td>
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<tr>
<td>Submit via Canvas ONE</td>
<td>Final Report per group before class begins on the presentation date.</td>
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The Final Report must be 10 - 15 pages, double-spaced, Word format, use paragraphs; it must include a title page, with names of all group members in alphabetical order. An executive summary must be no more than one page long, and situated immediately following the title page. The page limit excludes list of contents, appendices, exhibits, references/bibliography. Cite references appropriately, using any recognized academic format, at the end of the report.

Select a specific product/brand and assume your group is the management team running the company marketing the product/brand. Your product/brand should NOT be marketed in that country yet. The product/service/brand may be real or fictitious.

Select any country (excluding the US and Canada), where your company will market your chosen product/service. Each country can be chosen by only one group on a first-come-first-served basis. Let me know as soon as your group chooses a country.

Use the comprehensive Country Notebook guideline posted in Canvas. Some points in the guideline are relevant to some countries but not to others. Use your own judgment based on what we learn during the semester. Do not include information irrelevant to your project.
• The Project Proposal should:
  1. **introduce** the background of the specific firm/product/brand you have selected;
  2. **explain** why you think it has great potential in the target country; and
  3. **discuss** potential concerns and challenges when marketing this product/brand in the target country.

• The Final Report must include:
  1. executive summary
  2. product/service information/history
  3. cultural analysis
  4. economic analysis
  5. market audit & competitive analysis
  6. preliminary marketing plan

• The Oral Presentation will be:
  1. presented by ALL group members, i.e. everyone has a speaking part;
  2. 15 minutes long (too long or too short will be penalized), followed by a 3 minute question-and-answer session;
  3. evaluated by the instructor and all your classmates. These evaluations will constitute your grade for the presentation. Blanket 100% grading of other teams’ presentations across all categories of consideration indicates lack of discrimination and thoughtfulness. Such grading will be penalized.

**Class Participation (10%)**
Class Participation points are designed to encourage students to demonstrate active interest in the subject at hand. Full and enthusiastic engagement in class discussion is expected. Practice critical thinking and creativity. Listen attentively, and treat peers with patience and respect.

- Demonstrate preparation by referring to assigned readings.
  - QUALITY of your contributions is important; QUANTITY counts too, but less so.
  - Clarifying questions do not count as contributions to class participation.
- OBSERVE Class Netiquette (details below).
- **ATTENDANCE is required at guest lectures and all group presentations. Absences will be penalized (-25% total participation grade; -25% total project grade).**
- Students will be awarded bonus points during class via the Chat function. The instructor will record these following class.
- Interim Class Participation points will be posted before each midterm exam, and updated finally at the end of the course. The total will constitute 10% of the final grade.
- NEGATIVE CONDUCT. Please avoid conduct during class times that may be distracting or discourteous. If you engage in behaviors that distract from the class’s learning environment (such as showing disrespect for classmates), -1% consequence may be assessed for each infraction.

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<tr>
<th>Classroom discussions*</th>
<th>6 points per class</th>
<th>20 classes</th>
<th>78 points max.*</th>
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<tr>
<td>Project presentations</td>
<td>6 points per class</td>
<td>1 session</td>
<td>6 points max.</td>
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<tr>
<td>Attend guest speakers</td>
<td>6 points per session</td>
<td>3 sessions</td>
<td>18 points max.</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>102 points max.</strong></td>
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**Note:** * Classroom discussions - Technically, 6 points per day for 20 classes = total 120 points. However, it is not possible or necessary for every student to participate in every discussion, so this is an incentive for students who contribute frequently to give speaking opportunities to others.
CLASSROOM EXPECTATIONS

Attendance & Management
- Regular attendance is necessary for doing well in this course. As Belk College of Business students, you are expected to exercise responsibility in managing your general commitments. I appreciate that you have manifold claims on your time, so attendance in regular classes is not mandatory. Exam material comes principally from lectures, class discussions, and assigned readings/activities.
- Schedule changes will be announced in class and posted on Canvas.
- You are responsible for any and all materials in missed classes.
- You are responsible for managing your calendar. Devise your own back-up methods in case of failed notifications.
- Practice professional conduct. Tardiness and early departure are disruptive and disrespectful, and are strongly discouraged. (Visit the restroom before or after class, not during class.)

Class Netiquette
- Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Please read the Netiquette document (on Canvas) to familiarize yourself with expectations of conduct. Rude and inappropriate behavior will not be tolerated. Since it is the instructor’s responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.

Exam Protocols
- Students will be permitted to use only one electronic devices for exams.
- Lockdown Browser and Respondus Monitor software is required for all midterm exams and for the optional final exam. Please note: Lockdown Browser and Respondus Monitor work only on computers, not on smartphones or tablets. https://belkcollege.uncc.edu/laptop-policy
- The Atkins Library has a Technology Loan Program that allows students to check out a variety of equipment including laptops, webcams, cameras, iPads, etc. For more information, contact the Technology Support Desk at 704.687.6028 or AtkinsTechSupport@uncc.edu
- Document tech failures; supporting info will be required in the event of requests for clemency.

Quality of Work
The expectation is for professional quality work both in terms of content and presentation.
- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and judged in the ‘real’ world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Language is likewise expected to be professional and respectful in assignments, exam responses and communications with the instructor. This means no slang, please, and there is zero tolerance for coarse or uncouth expression.
- Students whose native language is not English must meet the same quality requirements as others.
Team Work (group project)
Each team is responsible for organizing itself, dividing up the work, and deciding how relative contributions should be measured. Remember, peer evaluation at the end of the project constitutes part of your grade for the project.

Suggestion: At the very beginning of the project, formulate and record team rules and expectations. These will drive the culture of your group and should facilitate smooth functioning. In case there are dysfunctional team dynamics, it is your responsibility to promptly inform the instructor and to seek her help. In extreme circumstances, uncooperative group members may be removed from the project.

The group project is a semester-long team project. Once you have defined and submitted your proposal, you should make a point of noticing numerous relevant topics discussed during classes. It may be useful to nominate a team member to record such topics, in order to have them handy when you work on the project. It is strongly recommended that you do not leave research and compilation to the weekend before you present and submit your project.
5. **Homework (14%) + Homework Extra Credit (2%)**

- All assignments are due at the beginning of class, i.e. 4:00 pm on the due date.
- There are 10 homework assignments. Your best 7 grades will be counted.
- You may drop or ignore up to 3 assignments. Use your freedom to drop assignments as a way of dealing with illness, injury, necessary travel and attendant delays, death in the family, fire or other calamity in your residence, dogs eating homework, malfunctioning or stolen cars, malfunctioning equipment. Dropping the first 3 assignments with plans to do the last 7 is a risky strategy.
- If you turn in all 10 assignments satisfactorily, you will receive **extra credit of 2%** on your final grade for the course.
- Subject matter from all 10 assignments may be on exam questions.
- Assignments must be printed, double-spaced, in 12-point type, in Word format; use paragraphs
- Minimum length 100 words; maximum 1 page.
- No attachments.

1. **DUE Sep.14:** Global Politics
   Politics can have profound effects on the flow of global business. Choose a country that interests you, and identify and discuss political issue(s) that have occurred during 2017-2020, that have affected global business in or with that country.

2. **DUE Sep.16:** Knife & Fork exercise
   This exercise can be done preferably in a restaurant – if eating out is safe for you - alternatively in your own home. It is most effective if you do this at a planned, sit-down meal, as opposed to eating take-out food from the bag on a couch. If possible invite another person to join you for this meal. Sit down to eat at a table. Eat the entire meal using silverware in the European/English manner, i.e. the knife is only in your right hand and the fork is only in your left hand. (If you are left-handed, you can use the utensils the other way around. If you are not permitted to use your left hand for eating, you may complete this exercise using chopsticks, eating Asian food.)
   Write about your impression of the purpose of this exercise.

3. **DUE Sep.21:** Poorly Made in China by Paul Midler
   Read excerpt on Canvas. In addition it will be helpful to read the following articles about this book:
   What have you learned?
   Why do you think this book is on The Economist magazine’s list of Best Books of 2009?
   What has changed in the last 10 years about doing business in China?

4. **DUE Sep.30:** Social Responsibility & Ethics article
   Find a news item from any 2017-2020 media source regarding Social Responsibility and/or Ethics in the global arena. Give the name and source of your news item. Write a brief précis of your article. (Note the meaning of ‘précis’.)

5. **DUE Oct.9:** What did you learn?
   Reflect on the presentation of John Buggie, our guest speaker. Describe and discuss one interesting thing you learned.
6. **DUE Oct.21:** New product
Define what makes a product new. (Research this.) Describe a product that is new on the world market (i.e. not just marketed in the US). What is the product and what makes it new? Note: a new model or version of an existing product does not qualify as ‘new’ for this exercise.

7. **DUE Oct.28:** IKEA visit
If it is safe for you, visit the IKEA store near campus. If you are not able to go to IKEA, complete this assignment by recalling a previous visit, or by visiting the website.
What is unique about IKEA? How does it differ from most American furniture/housewares stores? What is IKEA’s usual market entry strategy?
Address: 8300 IKEA Blvd, Charlotte, NC 28262 (at exit 43 off I-85) Store hours: Mo-Sa 10am-9pm; Su 10am-7pm

8. **DUE Nov.2:** the art of woo by G. Richard Shell & Mario Moussa
Read the summary of “the art of woo” book in Knowledge@Wharton (link below). What are the main ideas proposed in this book? [http://knowledge.wharton.upenn.edu/article/the-art-of-woo-selling-your-ideas-to-the-entire-organization-one-person-at-a-time/](http://knowledge.wharton.upenn.edu/article/the-art-of-woo-selling-your-ideas-to-the-entire-organization-one-person-at-a-time/)

9. **DUE Nov.23:** Unconventional Communications
Global media planners must think ‘outside the box’. Describe an advertising campaign or an unusual marketing effort that was presented in the global arena in a non-traditional way. (Suggestion: In case you’re unclear about the interpretation of this topic, look over the end of the PPT for this class.) Do not use an example from the PPT or reading materials.

10. **DUE Dec.2:** What did you learn from the Kuehne & Nagel web site?
Describe at least one interesting thing you learned from the web site of Kuehne & Nagel: [https://www.kn-portal.com/about_us/about_us/](https://www.kn-portal.com/about_us/about_us/)

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**6. Writing Resource Center Extra Credit (1.5% + 1.875%)**

Effective and professional writing is essential for all business students, and especially in the field of marketing. If you cannot market yourself properly, how can you be entrusted with marketing a brand?

The Writing Resource Center (WRC) is a free resource on campus, offering one-to-one tutoring to UNCC students, faculty and staff. Your tutor can help you with essential skills like grammar, proofreading, editing, and avoiding plagiarism. This is a great place to gather advice on correct ways to list references. The WRC’s mission statement says, “Our goal is not to fix papers, but to develop better writers.”

You may seek virtual tutoring assistance from the WRC for any homework assignment or case study. WRC extra credit will be counted from a maximum of 3 homework assignments, and a maximum of 1 case study. Make an appointment for a virtual consultation: [https://uncc.mywconline.com/](https://uncc.mywconline.com/)

Even if you are already a strong writer, you can benefit from a visit to the WRC. Ask your tutor to email the standard 1-page report to you afterwards. Forward that report via email to the instructor within a week of the assignment’s due date, and you will receive 25% extra credit for that assignment. Your extra credit will be confirmed by return email.

All WRC extra credit claims must be submitted by 11:00 pm on Wednesday Dec.9.
UNIVERSITY POLICIES

Academic integrity: All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor. http://www.legal.uncc.edu/policies/ps-105.html

Religious accommodation for students: UNC Charlotte provides reasonable accommodations, including a minimum of two excused absences each academic year, for religious observances required by a student’s religious practice or belief. Such reasonable accommodations must be requested in accordance with the procedures in this Policy, and include the opportunity for the student to make up any tests or other work missed due to an excused absence for a religious observance. Regardless of any accommodation that may be granted, UNC Charlotte students are responsible for satisfying all academic objectives, requirements and prerequisites as determined by their instructor and the University. Please submit a Request for Religious Accommodation Form to the instructor prior to the census date, January 22, 2020. Or speak to the instructor in person. https://legal.uncc.edu/policies/up-409

Statement on Diversity: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Accommodations for Disabilities: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit the office in Fretwell 230.

This Syllabus is subject to change. Changes will be announced in class and posted on Canvas. It is the student’s responsibility to monitor information and keep up with changes.