



MKTG 3231-090 | Global Marketing Management | 3 credits Spring 2021

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Office Hours: Mondays by appointment 12-1pm

Course Description:

Building on the fundamentals of marketing, this course examines the opportunities and challenges associated with marketing across the globe. Recognizing the economic, cultural, political, legal dimensions of the global marketplace, the course will assess the impact and integration of global factors in marketing strategies and the marketing mix.

Pre or Co-requisite:

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

Meeting Times:

Tuesdays 5:30-8:15pm 100% online through Zoom:

<https://uncc.zoom.us/j/98074443131>

Course Objectives:

- Develop a **global marketing mindset** and think critically and analytically about **different global perspectives**
- Distinguish ways in which the **global environment** affects consumer behavior and marketing practices
- Recognize **social and ethical responsibilities** marketers have to stakeholders
- Learn how to assess **global market opportunities** through market research
- Understand, evaluate and develop **global market entry strategies**
- Assess and develop **marketing strategies across the marketing mix** tailored to dynamic global environments

Required Materials:

- **Canvas** (canvas.uncc.edu) is required for this class. All communications, course materials, lesson plans, assignments, and grades will be posted in Canvas.
- **Students must have a personal computer to perform all work in Canvas.**
- **Case studies** required: <https://hbsp.harvard.edu/import/797770>

Course Structure:

Lectures, class discussions, guest speakers, case studies, a group project, reading and writing assignments, and exams will be used to achieve the course objectives.

Class Schedule:

The schedule may be modified at any time by the course instructor. Notice of such changes will be by Canvas announcement or email notice.

CLASS	DATE	TOPIC	Assignments Due
1	26-Jan	Introduction to Global Marketing	
2	2-Feb	Global Economic and Trade Environments	Introductions Homework 1
No Class	9-Feb	SPRING BREAK	
3	16-Feb	Global Cultural Environment	Group Project Formation Homework 2
4	23-Feb	Global Political and Legal Environments Corporate Social Responsibility	Homework 3
5	2-Mar	Global Market Planning and Research, Segmentation and Positioning	Group Project Proposal
6	9-Mar	MIDTERM EXAM #1	
7	16-Mar	Global Marketing Entry Strategies	Homework 4
8	23-Mar	Global Product and Pricing Decisions	Case 1: Walmart China
9	30-Mar	Global Marketing Channels and Distribution	Homework 5
10	6-Apr	Global Communications and Promotions 1	
11	13-Apr	Global Communications and Promotions 2	Homework 6
12	20-Apr	Implementation and Control New Trends and Innovation in the Global Arena	Case 2: Ikea
13	27-Apr	Project Work Day and Test Review	
14	4-May	MIDTERM EXAM #2	
	11-May	Group Presentations	Group Project Final Report

Grading Criteria:

Course Component	Point Value	Percentage
Homework Assignments 4 x 5%	200	20%
Case Studies 2 x 10%	200	20%
Group Project (1 group project with multiple submitted components worth 200 points total)	200	20%
Midterm Exam #1	150	15%
Midterm Exam #2	150	15%
Class Participation	100	10%
Total	1000	100%

Extra credit: 50 points or 5% max

Grading Scale:

A 100 % to 90.0%

B <90.0 % to 80.0%

C <80.0 % to 70.0%

D <70.0 % to 60.0%

F <60.0 % to 0.0%

Graded Components:

Homework Assignments (4 @ 5% each = 20% total)

- Assignments will be posted in Canvas.
- All assignments are due in Canvas in the Assignments tab, at the beginning of class on the due date.
- There are 6 homework assignments. Your best 4 grades will be counted.
- You may drop or ignore up to 2 assignments.
- Subject matter from all 6 assignments may be on exam questions.
- Assignments must be double-spaced, in 12-point type, in Word or Google Docs
- Minimum length 100 words; maximum 1 page.

Case Studies (2 @ 10% each = 20% total)

- Case studies and questions will be assigned in Canvas.
- Case studies must be submitted in Canvas through the Assignments tab before class time on the due date.
- Prepare each case with one partner. If you have not found a partner by the time designated, the instructor will assign one.
- Work with a different partner for each case. If you repeat a partnership, there will be a penalty of -10%.
- You and your partner should submit one written report together. List your names in alphabetical order (by last name). Present your analysis as a team, i.e. “we recommend ...” rather than “I think ...”
- Your report must be 4 - 6 pages, typed in 12 point type, and double-spaced, excluding exhibits and appendices. Presentation is important. Attention to details is important. Number your pages. Proofread your work!
- Your Case Write-up MUST use the following categories. Use these headings:
 - Executive Summary (1 paragraph on 1st page). This typically includes major elements 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 feedback from the instructor after the first case study. Use this feedback to improve your analysis and report for the future.
- Please review “[How to write a great CASE STUDY](#)” under “References”.

Exams (2 midterms @ 15% each = 30% total)

- 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 are absent on the day of the exam, you will receive a zero.
- 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).
- Please see the Exam Protocol section in the syllabus for more information.

Group Project (20%)

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

Group Project Requirements:

Select 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.

1. 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.
2. 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 the instructor know as soon as your group chooses a country.

The Group Project has 3 components that are weighted as follows:

Project Proposal	10%
Oral Presentation	30%
Final Report	<u>60%</u>
	100%

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.

Your Project Proposal must include:

1. Background of the specific firm/product/brand you have selected
 2. Explanation of why you think it has strong potential in the target country
 3. Discussion of potential concerns and challenges when marketing this product/brand in the target country
- Submit ONE Project Proposal per group in Canvas before class begins on the due date.
 - Your Proposal should be 2 pages, double-spaced, in Word or Google Docs
 - The Proposal must include a title page, names of all group members in alphabetical order.

The Final Report must include:

1. Executive summary
 2. Product/service information/history
 3. Economic analysis
 4. Cultural analysis
 5. Market audit & competitive analysis
 6. Preliminary marketing plan
- Submit ONE Final Report per group in Canvas before class begins on the due date.
 - The Final Report must be 10 - 15 pages, double-spaced in Word or Google Docs.
 - The report must include a title page, with names of all group members in alphabetical order.
 - The executive summary must be no more than one page long.
 - Page limit excludes list of contents, appendices, exhibits, references/bibliography.
 - Cite references appropriately, using any recognized academic format, at the end of the report.

The Oral Presentation will be:

- Submitted as ONE Presentation powerpoint (PPT) per group in Canvas before class begins on the due date.
- Presented by ALL group members, i.e. everyone has a speaking part;
- 15 minutes long, followed by a 3 minute question-and-answer session
- 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.

Group Formation and Expectations:

- Students form their own groups of 5 students to work on the project. Please register your group via email with the instructor by class time on **Tuesday, Feb. 2nd**. If anyone needs help finding a group or adding group members, the instructor will assist after class time on **Tuesday Feb. 2nd**.
- 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 be selected by only one group for the project. First-come-first-served. Countries that may not be chosen are Canada and the USA.
- 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.

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.

- There are 12 classes not including exams for approx. 8.3 points per class = 100 total points.
- Demonstrate preparation by referring to assigned readings.
- QUALITY of your contributions is important; QUANTITY counts, 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).**
- 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.
- 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.

Course Policies:

Syllabus Revision:

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by Canvas announcement or email.

Course Credit Workload:

This 3-credit course requires 9 hours of work a week. Class work may include but is not limited to: required readings, research, written assignments, discussion posts, viewing of course videos, reviewing feedback from the instructor, and completing assessments.

Attendance:

- Attendance will be taken for each class and is mandatory and necessary for doing well in this course. Please remember your participation grade in class depends on attendance.
- As Belk College of Business students, you are expected to exercise responsibility in managing your general commitments.
- 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. Ensure that you have Canvas Announcements on.
- 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.)

Classroom Conduct:

I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and arguments can proceed in an orderly fashion. You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, points will be deducted from the grade of any student who chooses to repeatedly distract others and you will not be permitted to participate further or may be permanently removed from class.

Quality of Work:

You are expected to produce professional quality work for both 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 the 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.

Late Work:

All assignments submitted after the due date/time will receive a one time 25% deduction and a 0 if it is more than 5 academic/business days late.

Academic Integrity:

All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code.

Students are expected to submit their own work, either as individuals or contributors to a group assignment. Definitions and examples of plagiarism and other violations are set forth in the Code. The Code is available from the Dean of Students Office or online at: <http://legal.uncc.edu/policies/up-407> .

Faculty may use SIMCheck in Canvas to check student work for plagiarism, ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

Lectures, course materials and recordings for this class are protected intellectual property. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. Students may not copy or share lectures, course materials and recordings outside of class, including posting on internet sites or selling to commercial entities.

Exam Protocol:

- 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.
- Students will be permitted to use only one electronic devices for exams.
- Lockdown Browser and Respondus Monitor software is required for all exams. 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 as that will be required in the event of requests for clemency.

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.

Non-Discrimination:

All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

Title IX:

Title IX UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. Please be aware that many UNC Charlotte employees, including all faculty members, are considered Responsible Employees who are required to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need. If you wish to speak to someone confidentially, you can contact any of the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); (2) Student Health Center (studenthealth.uncc.edu, 7-7400); or (3) Center for Wellness Promotion (wellness.uncc.edu, 7-7407). Additional information about your options is also available at titleix.uncc.edu under the "Students" tab.

Religious Accommodation:

Students who, acting in accordance with this Policy, miss classes, examinations or other assignments because of a religious practice or belief must be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a Request for Religious Accommodation Form to their instructor prior to the census date for enrollment for a given semester. The census date for each semester (typically the tenth day of instruction) can be found in UNC Charlotte's academic calendar.

Student Grievances:

Student Grievances Students enrolled in courses at the University of North Carolina at Charlotte who would like to file a complaint regarding their experience may do the following: 1. Refer to the UNC Charlotte Student Grievance Procedure. Students may also contact UNC Charlotte's regional accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges. 2. Students residing outside of North Carolina while attending UNC Charlotte may file a complaint in their state of residence. As required by federal regulations, students are directed to the list of resources here, compiled and updated by the State Higher Education Executive Officers.

Withdrawals:

Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

Incompletes:

The grade of I is assigned at the discretion of the instructor when a student who is otherwise passing has not, due to circumstances beyond his/her control, completed all the work in the course. The missing work must be completed by the deadline specified by the instructor, and no later than 12 months. If the I is not removed during the specified time, a grade of F, U, or N, as appropriate is automatically assigned. The grade of I cannot be removed by enrolling again in the same course, and students should not re-enroll in a course in which they have been assigned the grade of I. University policy addressing Incompletes.

Student Support:

Disability Support Services:

Students in this course seeking accommodations to disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations. The Office of Disability Services works with current undergraduate and graduate students along with prospective students to ensure equal access to UNC Charlotte's campus and educational programs.

All services are dependent upon verification of eligibility. Once approved for services, students receive accommodations which are based upon the nature of an individual's disability and documented needs. Students are strongly encouraged to register or check-in for their accommodations with a Disability Services counselor as soon as they have registered for classes. Accommodations are not retro-active and will not begin until the student notifies his or her faculty by providing the Letter of Accommodation. Please visit the Office of Disability Services at for additional resources, email questions to disability@uncc.edu, or call 704687-0040 (-tty/v) for more information.

Student Support Services:

Be sure to take advantage of the wealth of resources and support available at UNC Charlotte. Some of the resources available to you include the University Writing Resource Center, University Counseling Center, and the J. Murrey Atkins Library.

- [University Center for Academic Excellent \(UCAE\) | \(704\) 687 7837 | uncc-ucae@uncc.edu](#)
- [University Writing Resources Center \(WRC\) | 704-687-1899 | wrhelp@uncc.edu](#)
- [University Counseling Center | 704-687-0311](#)
- [Multicultural Resource Center | 704-687-7121 | mrc@uncc.edu](#)
- [List of computer labs on campus](#)
- [Atkins Library Laptop Lending program](#)
- [Canvas Support | help@uncc.edu](#)