



**MKTG 3231: Global Marketing (GM)
[Sections 001 & 090]**

Semester: Fall 2023

Time & Room: Section 001 (Mon & Wed 4:00pm ~ 5:15pm @ Friday Building 128)
Section 090 (Mon & Wed 5:30pm ~ 6:45pm @ Friday Building 128)

Course Website: Canvas (canvas.uncc.edu)

Instructor: Professor Sangkil Moon (belkcollegeofbusiness.uncc.edu/smoon13)

Office: Friday Building 252B

Office Hours: Mon 6:45pm ~ 7:45pm & Wed 3:00pm ~ 4:00pm and by appointment
(If you want to talk to the instructor, the best time would be right before or right after each class.)

Contact: smoon13@uncc.edu

[Course Description]

This course is aimed at enhancing students' understanding of the global marketing environments essential in today's global marketing strategy. It is acknowledged that each country has its own unique social, cultural, political, legal, and regulatory environments and such environments substantially influence the way business and marketing are implemented in the country market. Students will be focused on learning how the marketing mix (product, pricing, place, and promotion) interacts with the country's unique environments. To reflect the current digital revolution, students also learn how e-commerce and social media are transforming global marketing.

[Course Objectives]

The pedagogical philosophy of this course embraces the principle of multidimensional learning consisting of lecture, discussion, case study, team project, and exam. Typically, a new subject (e.g., social and cultural environments, global marketing communication) is presented in the form of lecture with concepts, theories, and examples. Then, students are expected to master the foundations of the subject through discussion, case studies, a team project, and exams.

[Required Textbook]

Mark C. Green & Warren J. Keegan (2020), Global Marketing, 10th Edition, Pearson.
www.pearson.com/us/higher-education/program/Green-Global-Marketing-RENTAL-EDITION-10th-Edition/PGM2569061.html
ISBN: 9780134900216 (digital version); 9780134899756 (print edition)

[Code of Student 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. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at <https://legal.uncc.edu/policies/up-407>.

[Belk College Of Business Statement of 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. Diversity is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

[Disability]

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 at Fretwell 230.

[Statement on Laptop & Webcam Requirements]

All students taking business courses are required to have their own personal laptop computer with a working webcam and microphone.

[Course Requirements]

Task	Points
[1] Attendance	100
[2] Team Project	200
[3] Cases & Quizzes	100
[4] Exam I	200
[5] Exam 2	200
[6] Final Exam	200
Total	1000

- Keeping the deadline for each assignment is your responsibility as a student. A late submission will be accepted, but with at least 20% deduction of the total possible points. The deduction proportion will be at the instructor's discretion and will normally increase as more time passes after the deadline.

[1] Attendance (100 points)

Coming to every class is important. The instructor has the liberty of taking attendance in each class. Your total attendance point is determined by this formula: $100 \text{ points} \times (\text{the number of presences}) / (\text{the number of qualified attendance classes})$. The number of qualified attendance classes = the total number of classes when attendance is taken – the number of excused classes. For example, let's say the instructor took attendance 30 times during the whole semester and you had one excused absence and two unexcused absences. Then, your attendance total is $100 \times 27/29$. Without any documentation, up to 5 absences will be automatically recorded as excused absences. When you have a

reasonable ground for your absence (e.g., job interview, required official university activity), the absence will be counted as an excused absence. Beyond the 5 permitted excused absences, your absence should be documented to be recognized as an excused absence. The instructor will make the final decision of excused absences.

[2] Team Project (200 points)

Team Project Presentation	100 points
Written Report	100 points
Total	200 points

- At the end of the semester, each group member will be asked to evaluate all the other members' contributions to the project. The instructor will reflect the evaluations in determining individual students' grades for this team project.

The team project is a major requirement of this course. You need to make up a team who will jointly work on it. *Each team will be composed of roughly 5 members.* The objective of this task is to have students apply some global marketing concepts to the project. Your team wants to select an interesting topic that is a practically important global marketing problem. For example, your team might choose to conduct research on the cultural differences between USA and South Korea in brand positioning using specific brands such as Starbucks and iPhone. As another example, you can conduct research on how US movies perform in the Chinese market.

- More details on each stage will be provided as each stage approaches.

[3] Cases & Quizzes (100 points)

There will be cases for group discussion. Similarly, there will be quizzes on class materials in class without any prior announcements.

[4] [5] [6] Three Exams (200 points \times 3 exams = 600 points)

There will be three exams (including the final) during the semester. Each exam accounts for 200 points. Students will take the exams using their own laptops. Therefore, **you should bring your own laptop for each exam**. Under any circumstance, remote test taking will not be allowed for fairness. In other words, all students will take each exam under the same conditions.

[Grade Breakdown]

The final course grade will be determined by your total score based on all the class activities above. Your course grade will be assigned according to the following breakdown. *Once the course grades are released, a request without clear evidence justifying a change would be declined.*

A (90.0% – 100.0%); B (80.0% – 89.9%); C (70.0% – 79.9%); U (0.0% – 69.9%)

[Tentative Course Schedule]

The instructor reserves the right to change the schedule according to course development.

Week	Date Mon	Topic / Event	Date Wed	Topic / Event
1	8/21	Course Overview	8/23	Ch.1 Introduction
2	8/28	Ch.1 Introduction	8/30	Ch.4 Social & Cultural Environment
3	9/4	<i>Labor Day (No Class)</i>	9/6	Ch.4 Social & Cultural Environment [<i>Case Assignment</i>]
4	9/11	Guest Speaker 1	9/13	Ch.4 Social & Cultural Environment
5	9/18	Ch.2 Global Economic Environment <i>Project Team Makeup</i>	9/20	Ch.2 Global Economic Environment
6	9/25	Ch.3 Global Trade Environment	9/27	Ch.3 Global Trade Environment <i>Exam 1 Review</i>
7	10/2	Exam I	10/4	Ch.5 Political, Legal & Regulatory Environments
8	10/9	Ch.7 Segmentation, Targeting & Positioning	10/11	Ch.7 Segmentation, Targeting & Positioning
9	10/16	Ch.10 Brand & Product in GM	10/18	Ch.10 Brand & Product in GM
10	10/23	<i>Fall Break: 10/23Mon & 10/24Tue (No Class)</i>	10/25	Ch.7 Segmentation, Targeting & Positioning [<i>Case Assignment</i>]
11	10/30	Ch.11 Pricing	11/1	Ch.11 Pricing <i>Exam 2 Review</i>
12	11/6	Exam II	11/8	Ch.12 GM Channels
13	11/13	Ch.13 GM Communication I	11/15	Ch.13 GM Communication I
14	11/20	<i>Project Discussion</i>	11/22	<i>Thanksgiving Break: 11/22Wed ~ 11/25Sat (No Class)</i>
15	11/27	<i>Team Project Presentations (Day 1)</i>	11/29	<i>Team Project Presentations (Day 2)</i>
16	12/4	Guest Speaker 2**	12/6	Ch.15 GM & Digital Revolution <i>Final Exam Review</i>
17	12/11	<i>Team Project Written Report Due 12/9Sat</i> Final Exam* (Sec 001: 12/11Mon 5pm-6pm) (Sec 090: 12/11Mon 6:30pm-7:30pm)		

* Our final exam date may be different from the date given by the University. If you have a time conflict, please notify the instructor.

** This speaker date will be confirmed later.