

New to Ill SOUTH BEND

MAY 08 2009

New Course Request

Matching

Indiana University

South Bend Campus

Campus

Check Appropriate Boxes:

Undergraduate credit

Graduate credit

Professional credit

95

1. School/Division School of Business & Economics 2. Academic Subject Code BUSB-M

3. Course Number 594 (must be cleared with University Enrollment Services) 4. Instructor Monle Lee

5. Course Title Global Marketing Management

Recommended Abbreviation (Optional) _____

(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Spring 2010

7. Credit Hours: Fixed at 3 or Variable from _____ to _____

8. Is this course to be graded S-F (only)? Yes _____ No X

9. Is variable title approval being requested? Yes _____ No X

10. Course description (not to exceed 50 words) for Bulletin publication: _____

This course focuses on the realities of global market competition, successful penetration of non-domestic markets, and competitive effectiveness in home markets. Coverage includes the global market environment; global marketing strategy concepts; penetration strategies for non-domestic markets; multinational marketing strategy problems; regional market analysis

11. Lecture Contact Hours: Fixed at 3 hrs. per week or Variable from _____ to _____

12. Non-Lecture Contact Hours: Fixed at _____ or Variable from _____ to _____

13. Estimated enrollment: 12 of which 100 percent are expected to be graduate students.

14. Frequency of scheduling: once a year Will this course be required for majors? yes

15. Justification for new course: starting a concentration in Marketing in our MBA program

16. Are the necessary reading materials currently available in the appropriate library? yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant. n/a

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Approved by:

Monle Lee

[Signature]

Date 3/2/09

Date 3-23-09

Department Chairman/Division Director

Dean

Date _____

Date _____

Dean of Graduate School (when required)

Chancellor/Vice-President

Date _____

University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

**SCHOOL OF BUSINESS & ECONOMICS
Indiana University South Bend
TENTATIVE SYLLABUS**

M594 (3 Cr.)
Global Marketing Management
(Prerequisite: D501)

Instructor
Spring 2010
Office:
Phone:
Email: mlee@iusb.edu
Office Hours:

Textbook: *Global Marketing, 5th ed., W. Keegan and M. Green, Pearson/Prentice Hall, 2008*

1/12 Introduction

Chapter 1: Introduction to global marketing

Main learning objective(s): the internationalization of U.S. business; the scope of the international marketing task; the importance of the self-reference criterion in international marketing; the progression of becoming a global marketer; the increasing importance of global awareness

Project Discussion

Main learning objective(s): hands-on learning and real-world experience

1/19 Chapter 2: The global economic environment

Main learning objective(s): an overview of the world economy; balance of payments; overview of international finance

Chapter 3: regional market characteristics and preferential trade agreement

Main learning objective(s): the reasons for economic union; patterns of international cooperation; the evolution of the European Community to the European Union; the trade linkage of NAFTA and South America and the regional effects; the development of trade within the Asia-Pacific Rim

Case 3.1: the free trade area of the Americas

1/26 Chapter 4: social and cultural environment

Main learning objective(s): the importance of culture to an international marketer; the origins and elements of culture; the impact of cultural borrowing; the strategy of planned change and its consequences

Case 1.2: Acer Inc.

Case 4.2: Barbie: growing pains as the American girl goes global

2/02 Chapter 5: the political, legal, and regulatory environments of global marketing

Main learning objective(s): the political risks of global business and the factors that affect stability; the importance of the political system to international marketing and its effect

on foreign investment; assessing and reducing the effect of political vulnerability; the four heritages of today's legal systems; the unique problems of protecting intellectual property rights internationally; ways to protect against piracy and counterfeiting; the many issues of evolving cyberlaw

Case 5.1: gambling goes global on the Internet

2/09 **Chapter 6: global information systems and market research**

Main learning objective(s): the importance of problem definition in international research; the problems of availability and use of secondary data; quantitative and qualitative research methods; multicultural sampling and its problems in less-developed countries; sources of secondary data; how to analyze and use research information

Case 6.1: research helps Whirlpool act local in the global market

2/16 **Chapter 7: segmentation, targeting, and positioning**

Main learning objective(s): global market segmentation; assessing market potential and choosing target markets or segments; product-market decisions; positioning

Case 7.1: carmakers target Gen Y

Case 7.2: the youth of the world Proclaim, "we want our MTV!"

2/23 **Test 1**

Chapter 8: importing, exporting, and sourcing

Main learning objective(s): how the U.S. government helps exporters; how various import restrictions are used politically; means of reducing import taxes to remain competitive; the mechanics of export documents and their importance

3/02 **Chapter 9: global market entry strategies: licensing, investment, and strategic alliance**

Main learning objective(s): strategic decision-making in global marketing; the increasing importance of international strategic alliances; the need for planning to achieve company goals; the important factors for each alternative market-entry strategy

Chapter 10: brand and product decisions in global marketing

Main learning objective(s): the importance of offering a product suitable for the intended market; the importance of quality and how quality is defined; country-of-origin effects on product image; physical, mandatory, and cultural requirements for product adaptation; the need to view all attributes of a product in order to overcome resistance to acceptance

Case 9.2: SABMiller in China

Case 10.2: the smart car

3/09 **Chapter 11: pricing decisions**

Main learning objective(s): components of pricing as competitive tools in international marketing; the pricing pitfalls directly related to international marketing; how to control pricing in parallel imports or gray markets; price escalation and how to minimize its effects; countertrading and its place in international marketing practices; the mechanics of price quotations

Case 11.1: LVMH and Luxury Goods Marketing

3/16 **Spring Break**

3/23 **Chapter 12: global marketing channels and physical distribution**

Main learning objective(s): the variety of distribution channels and how these affect cost and efficiency in marketing; the Japanese distribution structure and what it means to Japanese customers and to competing importers of goods; the growing importance of e-commerce as a distribution alternative

3/30 **Chapter 13: global marketing communications decision I**

Main learning objective(s): local market characteristics that affect the advertising and promotion of products; the strengths and weaknesses of public relations in global marketing; the communication process and advertising misfires

Chapter 14: global marketing communications decision II

Main learning objective(s): the strengths and weaknesses of sales promotion; special forms of marketing communications (direct marketing, support media, event sponsorship, and product placement)

4/06 **Chapter 15: strategic elements of competitive advantage**

Main learning objective(s): forces influencing competition; competitive advantage; global competition and national competitive advantage

Chapter 16: Leadership, organization, and corporate social responsibility

Main learning objective(s): leadership; organizing for global marketing; ethics, corporate social responsibility, and social responsiveness in the globalization era

4/13 **Test 2**

Project Discussion

4/20 **Case 13.1: Adidas AG**

Case 14.1: marketing an industrial product in Latin America

Chapter 17: the digital revolution and the global E-marketplace

Main learning objective(s): a brief history of the digital revolution; value networks and disruptive technologies; web site design and implementation; new products and services

Project Discussion

4/27 **Project Presentation**

5/4 **Final Project Due (by 5:00 pm)**

* Additional reading materials will be given at the proper times

** The instructor reserves the right to make any changes

Description of This Course:

This course is designed to develop skills and ability to deal effectively with managerial problems in the field of international marketing. It seeks to develop the ability to make up one's mind and decide on what to do, committing one's self intellectually to a position that can be defended against criticism. The case is used as a device for decision making, not on the basis of speculation but on the basis of the relevant principles and conceptual framework in which the student has been prepared thoroughly through previous courses and readings.

Office Hours and Appointments:

If the office hours listed above are not convenient for you, please feel free to schedule an appointment. Appointments can be scheduled by calling XXX-XXXX (leave your name and telephone number) or email to your instructor. Questions involving a short answer can usually be answered before or after class without scheduling an appointment.

Assigned Readings:

It is essential that all text assignments be read. A well prepared student usually finds himself/herself in a better position to prepare for the class exam and get ready for the real world practice.

Attendance:

Attendance will be taken periodically in class. **Early in the semester identify a partner with whom you can exchange handouts, assignment sheets and share class notes.** Normally, less than two absences will not affect your grade.

Makeup of Exams:

Please try and take exams on the scheduled dates. Makeup of exams will be determined on an individual basis. If an emergency or illness is going to prevent you from taking an exam at the schedule time, please contact the instructor before the exam. You are required to submit an excuse sheet/note written, for example, by your doctor or your supervisor. **(It's your responsibility to send an e-mail to confirm your new test date.)** The instructor usually gives back your exam (although you can't keep it) in the next class. If you miss the class, it is your responsibility to come to the instructor's office to review your grade.

Class Participation:

The students should read all assignments (chapters, cases, handouts) before coming to the class. He/She would be expected to express his/her opinion during these discussions. Student involvement is important in this class and will be graded accordingly. Visit to your instructor's office will be counted for the participation grade.

The Academic Dishonesty Policy:

Please refer to the Indiana University Code of Student Ethics (1990) Part III (Student Misconduct), pp. 17-20. The School of Business and Economics has a zero tolerance policy regarding cheating, fabrication, and plagiarism.

Students with disabilities:

If you have a disability that may require assistance or accommodations or if you have questions related to any accommodation for testing, not takers, readers, etc., please speak to me as soon as possible. Students may also call Disabled Student Services (520-4479) for additional information about services available at IUSB.

Grading:*

Test 1-2	46%
Class participation/attendance	5%
Case papers and presentation	24%
Group project presentation/report	25%
(Professors, your clients, if any and classmates grades, including your consultation of project with the professor every week)	100%

*** The instructor reserves the right to make any changes on the composition of this section**

A+ 97.5% or higher	B- 80.0% - 83.4%	D 63.0% - 67.4
A 93.5 - 97.4%	C+ 77.5 - 79.9	D- 60.0 - 62.9
A- 90.0 - 93.4	C 73.5 - 77.4	F Below 60%
B+ 87.5 - 89.9	C- 70.0 - 73.4	
B 83.5 - 87.4	D+ 67.5 - 69.9	

* Essay (Case analysis) test will be scored on the basis of these three factors:

1. Quality of thought: the selection and the adequacy of ideas and supplementary details, and the manner of their organization.
2. Style: clearness, effectiveness and appropriateness, including matters of structure and diction, emphasis, the means of transition between ideas, and the finer points of simplicity, economy, variety and exactness of expression.
3. Conventions: the properties of mechanical form, including grammar and usage, capitalization, punctuation and the mechanical aspects of the structure of sentences.

Case Studies

You will have 12 in-class discussions of global marketing cases (please see the schedule above.) All the students will be expected to participate in these case discussions. Each student will be assigned, depending on the number of students signed up for this class, to two in-class case presentation. All students are required to turn in at least 1 ½ - 2 pages long report, based on the discussion questions listed at the end of each case.

Group Semester Project:

Objectives: The learning objectives for the international marketing term project are fourfold. The first objective is to familiarize the students with the cultural environment of a country as the subject of the project and to facilitated cross-cultural understanding early in the semester. The second objective is to provide the students with the opportunity to prepare a marketing plan for a product which is being considered for marketing in a country they have selected. The project emphasizes the need to understand the environment as an essential step preceding the preparation of a marketing plan. The final two objectives of the term project are to effectively reinforce key concepts covered in this and other course and to stimulate students to expand their learning horizons through the identification of materials required to complete the project. No more than three students in each team; each team should elect their team coordinator; the team coordinator is not only responsible for his/her own share of doing the project, but also is in charge of the project details (e.g., meeting the sectional deadlines.)

Project Overview:

Design an international marketing plan targeted at industrial/consumer markets.

Your plan should include:

1. company introduction and country background
2. situation analysis/competitive overview (e.g., SWOT analysis)
3. target market profile
4. marketing plan (including 4P's)
5. final recommendations (including, but not limited to, specific channel of distribution members recommendations)

* Students are encouraged to use different desktop publishing (e.g. PageMaker and QuarkXpress) and other software package (e.g. PowerPoint and Excel) for their project presentation and final report.

Grading Procedures for the Semester Paper:

The term project is 25% of a student's semester grade. Periodic meetings with the instructor to discuss project progress and problems (usually once a week) are important and will be graded accordingly. There are three major parts in this project and you are required to turn in the sections to the instructor for her reviews/comments according to the following schedule (the schedule needs to be closely followed): company introduction and country background (due on or before 2/25); situation analysis/competitive overview (due on or before 3/23); target market profile and marketing 4P's (marketing plan) and final recommendations (due on or before 4/13). If you have any trouble with your teammates(s), please tell the instructor as soon as possible. The instructor will make any necessary arrangements after investigation. Peer evaluations will be distributed and collected. Grade will be affected if any students do not fulfill their duties during the course of the semester.