

Nothing

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New Course Request AUG 05 2009 Indiana University Columbus Campus

Check Appropriate Boxes: Undergraduate credit [ ] Graduate credit [X] Professional credit [ ] 99

1. School/Division Business 2. Academic Subject Code BUCCO-M
3. Course Number 594 (must be cleared with University Enrollment Services) 4. Instructor
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): Summer I 2009
7. Credit Hours: Fixed at or Variable from 1.5 to 3.0
8. Is this course to be graded S-F (only)? Yes No [X] Duplicate of IUPUI course
9. Is variable title approval being requested? Yes No [X]

10. Course description (not to exceed 50 words) for Bulletin publication: Emphasizes principles and practices of marketing in the contemporary global environment. The material covers both US and foreign companies doing business in various countries around the world. Students should gain understanding of similarities and differences in the external marketing environment, different types of risks and challenges in doing business internationally, and the implications of all these factors for developing marketing strategies.

11. Lecture Contact Hours: Fixed at or Variable from 1.5 to 3.0
12. Non-Lecture Contact Hours: Fixed at n/a or Variable from to
13. Estimated enrollment: 25 of which 100 percent are expected to be graduate students.

14. Frequency of scheduling: annually Will this course be required for majors? Option among 3 courses
15. Justification for new course: MBA curriculum requirement for international business
16. Are the necessary reading materials currently available in the appropriate library? Y

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.
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: Department Chairman/Division Director Date 3-30-09

Approved by: Dean Date 4-1-09

Dean of Graduate School (when required) Date

Chancellor/Vice-President Date 4-15-09

Sherry L. Queenan 4/28/09

University Enrollment Services Date

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.

LPS 724 COURSE ID 084118

University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow; Department/Division—Pink; University Enrollment Services Advance—White

ENTERED APR 23 2009

IU MBA Columbus  
BUCO M594 GLOBAL MARKETING MANAGEMENT

**Professor** JungKook Lee, Ph.D.

**Course Description:** BUCO M594 Global Marketing Management (1.5 cr hr) An international business elective, this course focuses on developing a global marketing point of view, addressing the external forces that shape the global markets. Global marketing strategies are examined, with students learning to apply and adapt market entry strategies.

**Text Book:** *International Marketing*, Cateora & Graham, 14th edition (2009)  
ISBN 978-0-07-338098-8

**Course Objectives:** Students who are interested in a career in multinational corporations, who expect international marketing assignments, or who may undertake international expansion of small or medium-size companies may benefit from this course. By the end of the semester, students should be able to

- Demonstrate how to benefit from the external forces that shape the global markets
- Know when to use alternate market entry strategies: what to standardize or adapt
- Determine how to rationalize global marketing strategies
- Develop a global marketing point of view

**Expectations:** We have the following contract in place for this class.

1. Presence. Please note that more than three class absences are unacceptable per Division policy.
2. Preparation. You are expected to come to class ready to discuss the material that is assigned as pre-reading. This means you should have read the chapters and/or case or handout and be prepared to contribute your thoughts to class discussion.
3. Promptness. Being late to class is unacceptable and disrupts your fellow students. Possible tardiness should be communicated to the professor in advance. In the event of severe weather, please follow directions on the IUPUC Web site and on this Oncourse site.
4. Participation. The instructor's role during a case discussion is that of a moderator. Careful preparation of each assigned case is essential before you come to the case discussion. The case discussions depend on your active participation.
5. Professional demeanor. No laptops should be used in class unless for taking class notes. Sidebar joking or conversations are distracting for everyone. No demeaning comments toward or about others will be tolerated. Everything we do in the class should be for the benefit of learning the course material.

6. Oncourse CL will be used for class announcements, grade records, syllabus and schedule updates.

**Term Project:** The project will help you apply the global marketing concepts and strategies. You will be researching and planning for global expansion of a product into a new market. There are two parts of the project. Detail on the project and the rubric to use for its development and assessment will be shared via Oncourse.

1. Part I – Researching for Global Expansion: Develop and create a research report (not to exceed six pages) accompanied by a 5 minute project introduction/presentation to the class. The presentation and report will count as 20 percent of the project grade. It will be graded based on the overall quality (including spelling and grammar), creativity, and content.
2. Part II – Global Marketing Plan: Using the research from Part I, develop and present a formal marketing plan for this product introduction. The presentation and the marketing plan will count for 80 percent of the project grade. The final report grade will be based on overall quality, creativity, and context.

	Percent of final grade	Maximum
<b>Grades:</b>		
Class Participation	30%	300 points
Assignments	20%	200 points
Project Part I	10%	100 points
Term Project Part II	40%	400 points
	100%	1,000 points