Global Marketing Strategies
MK 833XA
Web
Spring 2012

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Since it is an online class, please feel free to email me if you have ANY question. Email all communications and assignments to the above email address. The most important thing in this course is to read the chapters and complete the assignments on time.

COURSE POLICY

Characteristics of a Successful Online Learner

Before you decide to stay in this course, you should understand what it takes to be a successful online learner. You, the student, must

- Have the motivation to read, write, and participate fully in class activities.
- Be flexible in dealing with technology problems.
- Be a self-starter, does not procrastinate.
- Set aside specific times on a routine basis to 'participate' in the course.
- Possess good time management skills.

TEXT


COURSE OBJECTIVES

1. To achieve a real understanding of the complexities, opportunities and creative challenges of marketing across time, space and cultures.
2. To learn how to track and evaluate changes in world markets that affect consumer demand and shape marketers’ strategies.
3. To develop expertise in assessing market opportunities for all sizes and types of companies.
4. To learn how to develop successful marketing strategies targeted at specific global market segments.
5. To identify and analyze ethical issues in international marketing affecting sustainable development (“green marketing”) and social justice in business.

SOME EXPECTED LEARNING OUTCOMES

1. Increased personal sensitivity and awareness of the speed of change in global markets.
2. Commitment to regular tracking and evaluation of news likely to affect international marketing.
3. Acquisition of factual knowledge about a variety of global companies, national markets, products, services, and customs in international marketing.
4. Increased tolerance for the values and beliefs of people of other nationalities and cultures.
5. Greater awareness of the need for personal ethical behavior and corporate social responsibility when doing business abroad.
6. Higher personal prioritization of sustainable development goals.
7. Familiarity with sources of information for doing research in international marketing.
8. Competence in developing an international marketing strategy, starting with environmental analyses, company assessment (SWOT) and competitive analysis, leading to a specific marketing plan that will achieve company mission, vision, performance goals and objectives for each target market.

GRADING

<table>
<thead>
<tr>
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<th>Points</th>
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<tbody>
<tr>
<td>Exams</td>
<td>450 points (3 x 150 points)</td>
</tr>
<tr>
<td>Assignments</td>
<td>100 points (2 x 50 points)</td>
</tr>
<tr>
<td>Mini-paper</td>
<td>50 points</td>
</tr>
<tr>
<td>IM Plan</td>
<td>200 points</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>800 points</strong></td>
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EXAMS

There will be three required exams during the course of this semester. The instructions for taking the tests are given below:

Go to [https://www.eztestonline.com/570648/index6.tpx](https://www.eztestonline.com/570648/index6.tpx)

Follow the instruction to register by providing all information required.

Be sure you remember the EZ Test User ID and password you entered. You will need it the next time you log in.

When you click on the Complete Registration button, you will be automatically logged into this course.

Once logged in, you have the ability to view and change your personal information. To change your personal information, use the Update Student Preferences Name, EMail, etc. link at the top right of the EZ Test Online screen. You can then change your name, login password, and/or email address. Once you’ve made your changes, click Save Changes. To exit this screen without making any changes to your existing information, click Return to Test List.

The test will display one question at a time, you will have navigation buttons and a dropdown menu to navigate between questions.
Answer the question(s) displayed by selecting the answer or typing in your response. Use the Next button to advance through the exam. When you have answered all the test questions, a button labeled Submit Your Responses will appear in the top navigation bar. Clicking the Submit Your Responses button will submit your test to be graded. You will receive a confirmation message that your submission was saved.

Once your test is submitted, a results page will appear. The results page displays your name, score, date and time the test was taken, and duration of the test.

**IMPORTANT:** Do NOT use your browser’s BACK button during the test as this will cause the page to expire, and you will lose the ability to submit your current test. You will have to log back in and start the test over. Use the navigation buttons provided.

Each exam will be available for a week for you to take. You can only take it once. You will have 150 minutes to finish the exam, which consists of 75 multiple choice questions. A reminder dialogue box will appear when you have 2 minutes remaining.

If you use more than 150 minutes to complete the exam, you earned score will be reduced by a certain percentage points (to be determined) for every minute you go over that time limit. The 150 minutes you are given is more than sufficient for you to complete the exam.

**MINI-PAPER:** understanding cultural differences by watching a film

Watch a film that was not produced from your native country or contains a significant number of characters who are not from your native country. Try to observe how customs, behaviors, and ways of thinking, as well as other things that you feel are different from those in your native culture. In your paper, discuss these differences and how they may be useful in international marketing. Your paper will be graded based on thoughtfulness and effectiveness of your arguments. You will lose 20% of the credit for the late assignment for every 24 hour period.

**HOMEWORK ASSIGNMENTS**

Each assignment is worth a maximum of 50 points. Your score on each assignment will be based on the criteria below. The instructor will adjust your score either upwards or downwards based on an assessment of the quality of your homework relative to these criteria. All the assignments are due at Sunday midnight (Central Standard Time) of the week! You cannot redo your homework after it is submitted. You will lose 20% of the credit for the late assignment for every 24 hour period. All assignments should use

A. 1-inch margin on all sides
B. Arial or Times New Roman size 12 font
C. Double Spaced.

**GRADING OF ASSIGNMENTS & MINI-PAPER**

50 points (Exemplary)
Complies fully with the assignment. Information clearly and effectively supports a central purpose and displays a thoughtful, in-depth analysis of a sufficiently limited topic. The reader gains insights.

- Begins, flows, and ends effectively.
- Provides compelling supporting arguments, evidence, examples and details. The use of supporting detail is embedded in a context of discussion.
- Is well-organized and unified with ideas and sentences that relate to the main topic. The ideas are arranged logically to support the main topic.
- Uses appropriate, direct language: writing is compelling; sentences are well-phrased and varied.
- Is free of errors in grammar, punctuation, word choice, spelling, and format. Maintains a level of excellence throughout, and shows originality and creativity.

40 points (Proficient)

Complies in a competent manner with the assignment. Information provides firm support for a central purpose, and displays evidence of a basic analysis of a sufficiently limited topic. The writing demonstrates overall competency. It shows some originality, creativity, and/or genuine engagement with issues at hand.

- Begins, flows, and ends effectively.
- Provides adequate supporting arguments, evidence, examples and details. The use of supporting detail is embedded in a context of discussion.
- Is well-organized and unified: sentences relate to main topic; ideas are arranged logically to support the thesis. Paragraphs are well structured.
- Contains minimal errors in grammar, punctuation, word choice, spelling, and format.

30 points (Marginal)

Complies adequately with the assignment. Information supports the thesis at times. Analysis is basic or general. The purpose is not always clear. The writing completes (rather than engages in) the assignment.

- Presents an unclear (either persuasive or argumentative) rhetorical position.
- Has partial or inadequate introduction and conclusion.
- Does not provide adequate supporting arguments, evidence, examples and/or details.
- Is not arranged logically. Ideas fail to make sense and are not expressed clearly. The reader can figure out what the writer probably intends, but may not be motivated to do so.
- Contains some awkwardly constructed sentences that present an occasional distraction for the reader. Paragraphs are unstructured, and general organization and flow is lacking.
- Contains many errors in grammar, punctuation, word choice, spelling, and format which distract the reader.

Less than 30 points (Unacceptable)

- Does not adequately comply with the assignment. The writing does not successfully identify the purpose. Analysis is vague or not evident.
• Has no rhetorical position.
• Has an inadequate introduction and conclusion.
• Does not provide adequate supporting arguments, evidence, examples and/or details. Paragraphs may “string together” quotations without a context of discussion.
• Is not arranged logically. Frequently, ideas fail to make sense and are not expressed clearly. The reader cannot identify a line of reasoning.
• Contains frequent errors in sentence structure, which present a major distraction to the reader. Paragraphs are unstructured, and the writing lacks general organization and flow.
• Contains numerous errors in grammar, punctuation, word choice, spelling, and format, which obscure the meaning of the passage. The reader is confused and stops reading.

INTERNATIONAL MARKETING PLAN (Individual Project)

You will come up with an international marketing plan for entering a foreign country. You need to provide a detailed description of a product or service you plan to introduce in this foreign country. I strongly suggest that you create this international marketing plan at the brand level, rather than at the product level. The brand must be one with a potential market in your destination country and should not be already available there. Also, please try to pick a simple yet creative product! Use country notebook (page 579-587) as the outline for your plan. The paper should not be more than 25 double-spaced typed pages (with graphs, figures, and pictures included, and references not included in the page count), with font size 12, Times New Roman. Papers should be accompanied with the list of all references used to write the paper (web pages, articles, books, etc). The grade breakdown for this project is based upon the following and the instructor reserves the right to make adjustments upward or downward from these baseline points:

a. Cultural analysis (40 points)
   b. Economic analysis (40 points)
   c. Market audit and competitive market analysis (60 points)
   d. Preliminary marketing plan (60 points)

ACADEMIC DISHONESTY

All University policies regarding academic dishonesty will be followed.

AN IMPORTANT NOTE

The instructor reserves the right, under unusual circumstances, to make modifications to the syllabus and communicate such modifications to the class.

If you have any concern about any part of the syllabus, you need to contact the instructor in the first week of class to talk about it. Otherwise, it is assumed that you are in total agreement with all policies and instructions in the syllabus.
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<th>Week</th>
<th>Topics</th>
<th>Homework Assignments</th>
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<td>Week of January 16</td>
<td>Chapters 1 &amp; 2</td>
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<td>Week of January 23</td>
<td>Chapters 3 &amp; 4</td>
<td>Ch.4 Question #4 (page 123) Due by midnight Sunday (January 29)</td>
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<td>Week of January 30</td>
<td>Chapters 5 &amp; 6</td>
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<td>Week of February 6</td>
<td>Exam 1 (Ch.1-6)</td>
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<td>Work on IM Plan</td>
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<td>Week of February 13</td>
<td>Chapters 7 &amp; 8</td>
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<td>Week of February 20</td>
<td>Chapters 9 &amp;10</td>
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<td>Week of February 27</td>
<td>Chapters 11&amp;12</td>
<td>Ch.11 Question #7 (page 329) Due by midnight Sunday (March 4)</td>
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<td>Week of March 5</td>
<td>Exam 2 (Ch.7-12)</td>
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<td>Work on IM Plan</td>
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<td>Week of March 12</td>
<td>Chapters 13 &amp; 14</td>
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<td>Week of March 19</td>
<td>Spring Break</td>
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<td>Week of March 26</td>
<td>Chapters 15 &amp;16</td>
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<td>Week of April 2</td>
<td>Chapters 17 &amp;18</td>
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<td>Week of April 9</td>
<td>Chapter 19</td>
<td>Mini-paper Due by midnight Sunday (April 15)</td>
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<td>Week of April 16</td>
<td>Exam 3 (Ch.13-19)</td>
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<td>Work on IM Plan</td>
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<tr>
<td>Week of April 30</td>
<td>Work on IM Plan</td>
<td>IM Plan due by midnight Sunday (May 6)</td>
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