



### INSTRUCTOR INFORMATION

**Instructor:** Dr. Paulo E. M. Palombo  
**Email:** [ppalombo@uoguelph.ca](mailto:ppalombo@uoguelph.ca)  
**Office Location:** MACS 104  
**Office Hours:** Thursdays from 5:10pm - 6:40pm  
**Department/School:** Marketing & Consumer Studies

**Lectures:** Tuesdays 7:00pm – 9:50pm

**Classroom:** MCKN 121

Please be sure to read the course requirement descriptions below to fully understand the format, timing, and value of each assignment.

### COURSE DESCRIPTION

This course examines the study of marketing in a global context with specific emphasis on the strategic implications of marketing in diverse national cultures. Included for study are the global marketing environment, competitive challenges and opportunities in international marketing, the cultural environment of global marketing, assessment of global marketing opportunities and the development of global marketing strategies.

The course aims to enable students to understand international marketing as a managerial challenge. Throughout the course, students will develop skills required to navigate challenges and opportunities confronting today's international marketers and to formulate international marketing strategies.

The course objectives include:

1. An emphasis on understanding, application and generalization;
2. A balanced learning experience of practical application and fundamental concepts;
3. Discussion of the issues pertaining to product, price, promotion and distribution decisions in the international context;
4. An overview of key issues in globalization;
5. An appreciation for cultural adaptation in marketing programs.

Learning in this course will be encouraged through a combination of lectures, case studies, group projects, and class discussion.

### COURSE PERSPECTIVE AND DESIGN

In this course, we take a consulting perspective. Students will form consulting teams, which will complete various learning activities and design, research and communicate the results of a Semester Project.

## Lectures

This course includes lectures that explain the development, uses and key attributes of a series of international marketing concepts and tools. Students are expected to complete the weekly readings in advance of the lectures.

## COURSE READINGS AND MATERIALS

**Textbook:** KEEGAN, Warren J. (2014), **Global Marketing Management**, 8th Edition, Pearson.  
ISBN-13: 978-0136157397 ISBN-10: 0136157394

### Recommended Readings:

Globe and Mail, Business Week, Fortune, Forbes, the Wall Street Journal, and other periodicals with international content.

Department of Foreign Affairs and International Trade:  
<http://www.international.gc.ca/international/index.aspx?view=d>

Export and Development Canada:  
<http://www.edc.ca/>

Ministry of Economic Development and Innovation:  
[http://www.ontariocanada.com/ontcan/1medt/en/about\\_main\\_en.j](http://www.ontariocanada.com/ontcan/1medt/en/about_main_en.j)

### On-Line Communication:

- Main form of communication will be through CourseLink – please be sure to check this often for updates and changes.
- I will be communicating with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to your hotmail/yahoo etc. account.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 24/36 hours.

## MCS4600 COURSE LEARNING OUTCOMES

Students who successfully complete this course will be able to:

1. Understand how a variety of international marketing concepts and tools can be used in different situations and contexts (CRITICAL THINKING; GLOBAL UNDERSTANDING)
2. Plan, research and write a Semester Project that integrates marketing, innovation, globalization and sustainability criteria (CRITICAL & CREATIVE THINKING, LITERACY, GLOBAL UNDERSTANDING)
3. Develop and deliver international marketing communications that are professional and meet universal design principles (COMMUNICATING).
4. Work effectively in a team (PROFESSIONAL & ETHICAL BEHAVIOUR)

## COURSE ASSESSMENT

ASSIGNMENT	VALUE TOTAL = 100%	<u>DUE DATE AND TIME</u>	SUBMISSION LOCATION
Quizzes	20% (individual)	Sep 26, Oct 3, Oct 31, Nov 14	Classroom
Case Analysis	15% (team)	Sep 19, Oct 24, Nov 14	Classroom
Exam	25% (individual)	Nov 21	Classroom
Project Presentation	10% (team)	Nov 28, Nov 30	Classroom
Semester Project	20% (team)	Nov 30	Dropbox
Participation Grade	10% (individual)	Earned for activities described on the schedule	Classroom

## SCHEDULE

\* THE FOLLOWING IS A TENTATIVE COURSE SCHEDULE. PLEASE AMEND WITH ADDITIONS OR CORRECTIONS.

PLEASE REMEMBER THAT IT IS YOUR RESPONSIBILITY TO READ THE ASSIGNED CHAPTERS BEFORE THE CLASS. CHAPTERS ARE FROM YOUR TEXTBOOK.

Topic and Assignment	Date	Readings
Introduction to the Course and the Class; and Introduction to Global Marketing	Week 1 Sep 12	Chapter 1
The Global Economic Environment  Case Analysis 1	Week 2 Sep 19	Chapter 2
The Political, Legal, and Regulatory Environments of Global Marketing; and The Global Cultural Environment  Group Work - Group formation and Semester Project Topic Submission <i>Quiz in class: Chapters 1, 2</i>	Week 3 Sep 26	Chapters 3 and 4
Global Customers  Group Work <i>Quiz in class: Chapters 3 and 4</i>	Week 4 Oct 3	Chapter 5
Group Work	Week 5 Oct 17	NA
Global Marketing Information Systems and Research; and Segmentation, Targeting, and Positioning  Case Analysis 2	Week 6 Oct 24	Chapters 6 and 7
Global Entry and Expansion Strategies and Competitive Analysis and Strategy  <i>Quiz in class: Chapters 5, 6 and 7</i>	Week 7 Oct 31	Chapters 8 and 9
Product Decisions and Pricing Decisions  Group Work – Preparation for Presentations <i>The order of the presentations will be disclosed</i>	Week 8 Nov 7	Chapters 10 and 11
Case Analysis 3  <i>Quiz in class: Chapters 8, 9, 10 and 11</i>	Week 9 Nov 14	NA
<b>Exam (Chapters 1 to 11)</b>	<b>Week 10 Nov 21</b>	
Project Presentations	Week 11 Nov 28	NA
Project Presentations <b>Submission of Semester Project</b>	Week 12 Nov 30	NA

## COURSE POLICIES

### 1. Grading Policies

**If you have any legitimate reason that may affect your ability to complete a graded activity or attend all the lectures this semester, you must email the course instructor in the first 10 days of class.**

This

**Includes** SAS and religious accommodations as well as attending *academic* activities for the College of Business and Economics;

but

**excludes** sports of all types, vacations, volunteer work and family commitments.

As per University policy, serious acute illness and other compassionate reasons etc., will be accommodated provided appropriate documentation is provided.

A team/self/peer (“TSP”) evaluation may be used to adjust a student’s grade for the final presentation and final report. These adjustments are made at the instructor’s discretion using all data to which he has access. A student cannot fail the course due to a poor or missing TSP evaluation.

#### a) Late Policy

**Deadlines in this course are listed under course assessment.**

- **Work that is 0-24 hours late gets a 50% penalty**
- **Work that is more than 24 hours late will not be graded**

The rationale for the penalty is that there is a cost to being late. If you file your taxes late, the cost is interest on the taxes owed. If you pick your kids up from daycare late, there is a cost to you paid to the daycare staff who worked overtime. If you apply for a scholarship and you are not on time, you lose the chance to compete. If your work is submitted late, the cost is grades. The rationale for the size of the penalty to avoid the game playing of schemes like “10% penalty per day – it will be worth it given we’d do better work” and to manage the expeditious grading of assignments.

#### b) Use of Turnitin.com

In this course, we will be using Turnitin to assist in detecting plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph. All submitted assignments will be included as source documents in the Turnitin.com reference database solely for detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

#### c) Technology Policy

Technology problems are a fact of modern life—therefore you should develop work habits that take possible problems into account. For example, always have a back-up of important work. Start your work early and save your work often. Except for a documented, university-wide catastrophic problem, technology-related issues will NOT be considered grounds for an extension to assignment deadlines or a reason to forgive a penalty for late or wrong format submissions. With the resources you have available from the University and for free, being able to create / submit work electronically should never be an issue. Academic consideration (below) may be granted for illness or compassionate reasons only. There will be no academic consideration for technology-related issues.

#### d) Appealing a grade

All grade appeals must be made in writing to Professor Palombo. An office visit will only be scheduled after a written appeal has been received. Please see the relevant section of the undergraduate calendar at

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml> . Please note that “as soon as possible” shall be applied as meaning no later than 10 days after receiving the grade.

## 2. Team Work

Students will be able to select their own teams. Students will be part of one team for the whole course.

Work submitted by a team of students will be treated as one “whole” piece of work and not “a collection of parts.” What does this mean? When creating the document, the team should endeavor to work together to ensure the document is complete and speaks with “one voice.” *All members of the team get the team grade for the final document; there are not different grades for different parts. If there is plagiarism present in the document, all members of the team will be investigated for academic misconduct.*

The team is responsible for completing a significant portion of the work required for this course. In extreme cases of team dysfunction, members of the team should consult with their professor as soon as possible to arrange an intervention. Team dysfunction usually involves the “social loafing” problem where a “free rider” does not contribute to the work, but can involve other personality clashes between team members as well. Only in an extreme case, which has been documented properly, will it be possible for the members of the team to receive different grades for a team deliverable. In such an event, the differential grades will be assigned by the professor at the end of the semester based on evidence such as seminar attendance, quiz grades, participation during lectures, a team/self/peer evaluation, and any other hard evidence (i.e. emails etc.). Note that oral complaints not supported by evidence will not be considered.

## ASSESSMENT & ASSIGNMENT DETAILS

### 1. Quizzes

There are 4 quizzes during lectures. Quizzes typically comprise multiple choice questions. If you are registered with SAS, you do not need to make special arrangements to write elsewhere since everyone will be afforded as much time as they need at the end of each lecture to complete the quizzes. Quizzes will be used to assess your understanding and selected applications of international marketing concepts and tools. Questions will be drawn from readings and any lectures that have been completed by the date of the quiz.

***For any student missing these assignments due to an acceptable reason, supported by appropriate documentation, they will have that test weight reassigned to the following test (i.e., the weight of the Quiz will be 10%). In case a student misses the final Quiz, the average of his/her other quizzes will be used as the final Quiz grade.***

### 2. Case Analysis

Dr. Palombo will announce during class, what the requirements are of the Case Analysis. Each one is worth 5% of students’ final grade. The Case Analysis will be group-based. All students in each team will receive the same grade, unless there are extremely extenuating circumstances (e.g., one member of the team is not making any contribution to the team’s efforts) reported by the team to Dr. Palombo.

### 3. Semester Project

Please refer to the Group Project Description File.

#### 4. Oral Participation in Class

The participation grade is based on the individual effort of each student at each lecture, and students are required to use name cards. Students can earn marks for participation as follows:

- Effort and quality in class participation
- Group in-class discussions/activities

It is imperative to be well prepared for every class. Remember participation/preparation marks are not given for attendance. However, attendance is extremely important. In order to stimulate active learning, the class will be discussion and case studies oriented. Obviously, the quality of a discussion class is a function of the quality of each student's preparation. Therefore, it is the student's job to actively contribute, to be involved. The instructor expects that students will come to class prepared to learn, which includes being intellectually curious, acting with integrity and reliability, and willing to participate and work collaboratively with their classmates.

The instructor is most interested in your ability to demonstrate learning of class concepts (from the readings), which could include description/elaboration on concepts in readings, an application of class concepts to current events (i.e., show how class concepts relate to current events, or analyse current events in terms of class concepts), and/or a critical assessment of class concepts (i.e., conditions under which they would be more or less useful, and why).

The instructor's evaluation stresses the thoughtful, meaningful contributions to class discussions and not the quantity of participation, per se. Quality participation is based on the quality of the insights exhibited, the student's ability to maintain continuity of discussion (i.e., pays attention to existing discussion/prior comments) and answers follow-up questions (which requires some degree of thought about the material—above and beyond mere reading--prior to class). Finally, your contribution to the spirit of the class (contributes to a positive learning environment) is also important.

<b>Grade Performance Criteria</b>
<b>80-100 Excellent contribution</b>
a) contributed substantially to the class discussion b) gave indication of thorough preparation and substantial thought c) facilitated others in clarifying and developing their points of view d) built on the thinking of others, integrating that thinking into his/her contributions to produce a larger synergic understanding of the issues
<b>70-79 Good contribution</b>
a) contributed significantly to the class discussion b) gave indication of substantial preparation and much thought c) facilitated the thinking of others in clarifying their points of view d) considered the thoughts of others, integrating those thoughts into her/his own contributions to produce a larger synergic understanding of the issues
<b>50-69 Fair contribution</b>
a) contributed somewhat to the class discussion b) gave indication of some preparation and thought c) helped others in developing their points of view
<b>30-49 Minimal contribution</b>
a) contributed marginally to the class discussion b) gave indication of limited preparation or thought c) minimal constructive response to the contributions of others
<b>10-29 Poor contribution</b>
a) contributed little to the class discussion

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| b) gave indication of little preparation or thought<br>c) did not respond constructively to others |
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<b>0 No positive contribution</b>
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| a) did not contribute positively to the class discussion<br>b) inhibited or impeded the class discussion |
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## 5. Project Presentation

Please refer to the Group Project Description File.

## 6. Exam

Exam will include a mix of multiple-choice questions, asking for factual knowledge about the readings and material covered during the semester-short answer questions. Some questions will focus on your ability to integrate, synthesize, and critically interpret the material, while others will be application in nature, asking you to apply your knowledge to analyze and solve a particular firm's strategy problem.

All course materials as indicated on the class schedule will be considered testable material (including cases, text, class notes, and other assigned material taught, shown or assigned prior to the date of the term test). Be sure to mark this date in your calendar. ***Failure to write the Exam during scheduled time will result in a GRADE OF ZERO. Students who are not able to write the Exam are required to inform the instructor prior to the Exam date. There will not be make-up Exam. Students who fail to write it due to legitimate reason(s), such as medical illness supported by a doctor's note, will have that Exam weight reassigned to the average of the four Quizzes. Once again students who fail to write the Exam without a legitimate reason will be assigned a grade of zero.***

## COURSE POLICIES

Electronic devices—phones, tablets, laptops: you may bring and use your device in class. However, the professor and seminar leaders reserve the right to ask you to put away your laptop if they find it to be distracting to them, you or your peers.

Electronic devices such as laser pointers are strictly forbidden. Electronic recording—electronic recording *including posting clips and snapshots to Facebook, Snapchat, Twitter etc. and other social media of classes is expressly forbidden without written consent of the instructor.* When recordings are permitted (e.g., in the case of a SAS student), they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

### **a) Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity, and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is



detailed in the Undergraduate Calendar: [www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml](http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml)

### **b) Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. The documents that you create and your presentations to the class ALSO have to meet accessibility requirement. See also <https://www.uoguelph.ca/diversity-human-rights/accessibility> For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: [www.csd.uoguelph.ca](http://www.csd.uoguelph.ca).

### **c) Drop courses**

For regulations and procedures for Dropping Courses, see the Academic Calendar (<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/index.shtml>)

### **d) Academic Consideration – missed or late work**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration. Please send the email with the subject line "academic consideration request for ... provide the reason" and be sure to attach appropriate documentation. Note that you may be asked to provide an original copy of that documentation. For more information, see [www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml](http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml)