

General Course Information

Instructor:	Nicole McCallum
<i>Email</i>	mccallun@uoguelph.ca
<i>Office Location</i>	MINS 211
<i>Office Hours</i>	Thursday 10:00-11:00AM, or by appointment
<i>Department/School</i>	Marketing and Consumer Studies
Class Schedule:	Tuesday / Thursday 8:30AM – 9:50AM
Pre-requisites:	10 credits including MCS*3030
Restrictions:	This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

Course Description

This course examines the study of marketing in a global context with specific emphasis on the strategic implications of marketing in different country cultures. Included are the global marketing environment and the competitive challenges and opportunities confronting today's international marketers, the cultural environment of global marketing, the assessment of global market opportunities and the development of global marketing strategies.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

1. **Define** business terms and current trends and issues in globalization and international marketing problems using global marketing tools, reflection, and learning applications.
2. **Explain** how effective market research contributes to competitive advantage, value creation, and organizational decision making with respect to international marketing contexts.
3. **Leverage** existing marketing knowledge to differentiate between strategy, tactics, and marketing decisions such as product, price, promotion, and distribution in regards to domestic and international contexts.

Discipline/Professional and Transferable Skills:

4. **Develop proficiency** in case method and the design and alignment of real world global marketing decisions in complex international contexts.
5. **Apply strategic thinking** and collaborative problem solving skills to resolve business scenarios, using evidence from a variety of sources to make informed decisions and recommendations for organizations.

Attitudes and Values

6. **Develop** capacity for cultural adaption of marketing strategy to local, regional, and global contexts
7. **Describe** the importance and value of systems thinking for managers in addressing complex problems in a diverse and global marketplace.
8. **Critically analyze** ethical issues around global marketing, and how to align business strategy and values.

Course Assessment

Item	Weight	Description	Learning Outcomes	Due Date/ location
Participation:	30%	Lecture activities and presentation feedback	LO – 1-3, 6, 7	<i>Ongoing</i>
Exams:	20%	Exam 1	LO – 1-3, 6, 7	<i>Feb. 13th</i>
	20%	Exam 2	LO – 1-3, 6, 7	<i>Mar. 26th</i>
Group Project:	30%	Group presentation & Report	LO – 4, 5	<i>As assigned</i>
Total	100%			

Summary of Course Content and Materials

*subject to change

** all classes with asterisks are conducted **ONLINE** via the Zoom digital classroom

Wk	Date	Topic	Read / Watch	Submit
1	Jan 7**	**No class <ul style="list-style-type: none"> • Course & Topics Overview • Introduction to Case method 	Introductory video Case Method Review	Introductory post on Lec 1.1 discussion thread (CourseLink)
	Jan 9**	**Digital Classroom – Zoom <ul style="list-style-type: none"> • International Marketing Intro 	Ch 1 Case 1 –Eataly (Part 1)	Activity 1 –Global Marketing Example
2	Jan 14**	**Digital Classroom – Zoom The Global Economic Environment	Ch 2 Case 1 – Eataly (Part 2, 3)	Activity 2 – Case & Industry Panel Questions
	Jan 16**	**Digital Classroom – Zoom The Global Trade Environment	Ch 3 Case 1 –Eataly (Part 2, 3)	Activity 3 –Case - Initial Scan & Briefing

3	Jan 21**	**Digital Classroom – Zoom System Context (Social, Cultural, Political, Legal, & Regulatory)	Ch 4 Ch 5	
	Jan 23**	**Digital Classroom – Zoom <i>Global Marketing Industry Panel</i>	Attend Live Webinar	Activity 4 – Define problem, criteria
4	Jan 28	(lectures in-class from now on) Global Marketing Information Systems, Analytics, & Research	Ch 6	Activity 5 – Case 1 Alternatives, Recommendation
	Jan 30	Stakeholder analysis, Segmentation, Targeting, & Positioning	Ch 7	Activity 6 – Stakeholder Analysis
5	Feb 4	Group Presentations (Case 2) Importing, Exporting, & Sourcing	Ch 8 Case 2 – China Eastern	<i>Group Presentation Feedback</i>
	Feb 6	Global Market-Entry Strategies : Licensing, Investment, & Strategic Alliances	Ch 9	<i>Group Presentation Feedback</i>
6	Feb 11	Group Presentations (Case 3) Ch 1-9 Wrapup	Case 3 - Vazirani	<i>Group Presentation Feedback</i>
	Feb 13	EXAM #1 (online – via Courselink) – Ch 1-9		
Reading Week - Feb 17 – 21				
7	Feb 25	Group Presentations (Case 4) Brand & Product Decisions	Ch 10 Case 4 – M-Junction	<i>Group Presentation Feedback</i>
	Feb 27	Pricing Decisions	Ch 11	
8	Mar 3	Group Presentations (Case 5) Channels & Distribution	Ch 12 Case 5 – Loreal	<i>Group Presentation Feedback</i>
	Mar 5	Advertising & PR	Ch 13	
9	Mar 10	Group Presentations (Case 6) Sales & Selling, Marketing Communications	Case 6 – Tokyo Smoke Ch 14	<i>Group Presentation Feedback</i>
	Mar 12	Global Marketing & the Digital Revolution	Ch 15	
10	Mar 17	Group Presentations (Case 7) Competitive Advantage	Case 7 – Tik Tok Ch 16	<i>Group Presentation Feedback</i>
	Mar 19	Leadership, Organization, & Corporate Social Responsibility	Ch 17	
11	Mar 24	Ch 10-17 Wrapup/Review		Activity 7 – Global Marketing Critique
	Mar 26	EXAM #2 (online – via Courselink) – Ch 10-17		
12	Mar 31	Group Presentations (Case 8)	Case 8 – Stella Artois	<i>Group Presentation Feedback</i>
	Apr 2	Course Wrapup / Review		Activity 8 – Final Reflection

Teaching and Learning Practices

Lectures

This course adopts a flipped classroom approach. In other words, you are expected to prepare with readings and notes in advance, such that you can participate during class in

the activities we review to apply your learning. Aligned with a teaching philosophy of collaboration and building a community of inquiry, learning and retention are most effective when you are given an opportunity to put your knowledge into practice. All students are reminded of the core values—active engagement, integrity and ethical conduct, collective learning, and mutual respect—that are the foundations of a positive learning environment. In addition to aiming for high-quality discussion, respect and good manners also apply. During class discussions, for example, it is important to create an open and supportive atmosphere where students feel free to share their ideas. The same applies to group members working together on teamwork.

**MCS4600
Digital
Classroom
(Zoom)**

In the interest of integrating with a flexible and often remote workplace in today's digital world, the first 3 weeks of this course will be conducted via the MCS4600 digital classroom (until Jan 29th). This means you do not have to physically be present in the lecture room, however, you are expected to be present in the digital classroom as if it were a regular lecture. The link to the digital classroom is posted in the Courselink Newsfeed, Lec 1.1, and in the syllabus description on Courselink. It is free – simply tune in with your computer, or call in per the instructions posted). Email me with any questions or concerns.

We will debrief on this experience in Week 4. Please email me with any questions.

Course Resources

Required Text:

1. Global Marketing, Warren J. Keegan, and Mark C. Green. Tenth Edition, Pearson, 2020.
2. MCS4600 case book (available in the bookstore).

Courselink Website:

Course readings, grades, lecture notes, announcements, research help, and other class materials are available on the Courselink site. **Check it regularly for updates.**

Other Resources / 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
- Rwanda National Trade example case on import/export of aquaculture -
<https://rwandatrade.rw/media/2015%20MINICOM%20Business%20Case%20Dried%20Fish.pdf>

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

All participation activities will be open at the given moment during class, and close at the end of class. You must be in real-time attendance to attain participation marks. No make-ups for missed classes.

**** all classes with asterisks are conducted ONLINE via the Zoom digital classroom. (Instructions on Courselink)**

University Policies

Academic Consideration

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:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

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 or not 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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)


Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop Date

The last date to drop one-semester courses, without academic penalty, is April 03, 2020, noted within the regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	

