

General Course Information

Instructor:	Victoria Taylor
<i>Email</i>	Vtaylor01@uoguelph.ca
<i>Office Location</i>	MINS 211
<i>Office Hours</i>	By appointment
<i>Department/School</i>	Marketing and Consumer Studies

Class Schedule: Monday 7:00PM – 9:50PM
MCKN, Room 115

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:

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.

Knowledge and Understanding:

- 1) Discuss the driving and restraining forces affecting global integration today.
- 2) Describe how companies in global industries pursue competitive advantage.
- 3) Use the product/market growth matrix to explain the various ways a company can expand globally.
- 4) Discuss the roles of information technology, management information systems, and big data in a global company's decision-making processes.

Discipline/Professional and Transferable Skills:

- 5) Compare and contrast the main types of economic systems that are found in different regions of the world.
- 6) Explain the marketing implications of different social and cultural environments around the globe.
- 7) Understand the most important business issues that can lead to legal problems for global marketers.
- 8) Identify some of the challenges associated with partnerships in developing countries.

Attitudes and Values

- 9) Describe the challenges that managers face in addressing complex problems in a diverse and global context.
- 10) Define culture and identify the various expressions and manifestations of culture that can impact global marketing strategies.
- 11) Describe the available alternatives for conflict resolution and dispute settlement when doing business outside the home country.
- 12) Use the market expansion strategies matrix to explain the strategies used by the world's biggest global companies.

Summary of Course Content and Materials

Course Philosophy and Approach:

The approach for this course will be a combination of lectures, class discussion, case analyses and group work. The multi-facet approach is meant to help students learn and apply

theoretical philosophies to real business problems. This will allow students to strategize best business decisions to be applied and gain an in-depth understanding of key marketing implications in international business.

It is expected that students come to class prepared to participate and discuss key topics being covered and apply theories from previous classes. The students are accountable for their own learning and need to 'own' their classroom experience with the instructor's support.

Participation:

I expect you to be prepared for class. Assigned readings should be reviewed in detail prior to class.

Group Work:

You will participate in a group project throughout the term. The group should address group problems or conflict in a timely fashion. I am available to assist groups who experience problems.

Group Project:

For the group project, a written report and presentation is required. Students can choose their own groups of 5 members. Full rubric and report outlines will be provided in class and posted on CourseLink.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1	25%	In-class attendance and case presentations	1-12	<i>Ongoing</i>
Assessment 2	5%	Attending Presentations		<i>Mar. 30th</i>
Assessment 3	20%	Exam 1	1,2,3,5,6,9	<i>Feb. 10th</i>
Assessment 4	20%	Exam 2	4,5,7,8,10	<i>Mar. 23rd</i>
Assessment 5	15%	Written Report	1-12	<i>April 3rd</i>
Assessment 6	15%	Final Presentation	1-12	<i>Mar. 30th</i>
Total	100%			

Teaching and Learning Practices

Jan. 6th

Course Overview: Learning Objectives, Course Outline, Evaluation.

Topics:

- Chapter 1: Overview of International Marketing

- Jan. 13th** **The Global Marketing Environment**
Topics:
- Chapter 2: The Global Economic Environment
 - Chapter 3: The Global Trade Environment
- Jan. 20th** **The Global Marketing Environment**
Topics:
- Chapter 4: Social and Cultural Environments
 - Chapter 5: The Political, Legal, and Regulatory Environments
- Jan. 27th** **Approaching Global Marketing**
Topics:
Chapter 6: Global Information Systems and Market Research
Chapter 7: Segmentation, Targeting, and Positioning
- Feb. 3rd** **Approaching Global Marketing**
Topics:
Chapter 8: Importing, Exporting, and Sourcing
Chapter 9: Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances
- Feb. 10th** **Exam #1 Chapters 1-9 (In-class)**
- Feb. 17th** ***READING WEEK – NO CLASSES SCHEDULED***
- Feb. 24th** **The Global Marketing Mix**
Topics:
Chapter 10: Brand and Product Decisions in Global Marketing
Chapter 11: Pricing Decisions
- Mar. 2nd** **The Global Marketing Mix**
Topics:
Chapter 12: Global Marketing Channels and Physical Distribution
Chapter 13: Global Marketing Communications Decisions I: Advertising and Public Relations
- Mar. 9th** **The Global Marketing Mix**
Topics:
Chapter 14: Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication

Chapter 15: Global Marketing and the Digital Revolution

Mar. 16th

Strategy and Leadership in the Twenty-First Century

Topics:

Chapter 16: Strategic Elements of Competitive Advantage

Chapter 17: Leadership, Organization, and Corporate Social Responsibility

Mar. 23rd

Exam #2 Chapters 10-17 (In-class)

Mar. 30th

Group Presentations (*Group Report due April 3rd at Midnight*)

Course Resources

Required Text:

Global Marketing, Warren J. Keegan, and Mark C. Green. The Tenth Edition, Pearson, 2020.

Other Resources:

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site.

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

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.

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](#)

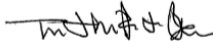
Recording of Materials

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 3rd, 2020. For 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:	11 th December, 2019