

Global Marketing MKT 372/MES 341 Fall 2019

IMPORANT NOTE: This is a syllabus from a DIFFERENT instructor from a prior semester. Alex Gabbi will be teaching this course in Fall 2021. As such, while topics covered will be very similar, textbook and course materials used and course evaluation / assessment methodologies may vary significantly from those outlined below.

Unique Number: 05155/39915
Professor: Dr. Kate Gillespie
Date/Time: M/W 12:30-2:00
Place: UTC 1.132

Text: Gillespie/Hennessey, *Global Marketing (4th edition)*

Office Hours: M/W 2:00-2:30 and 5:30-6:00
Office: CBA 7.258
Phone: 471-5438
e-mail: kate.gillespie@mcombs.utexas.edu

Assistant: TBA

Course Objectives

This course carries a global cultures flag and is designed to give students an understanding of

- The global business environment—economic, cultural, and political—and how to apply this understanding to marketing strategy
- How to assess and address local and global buyers and local and global competitors
- How to select and enter foreign markets
- How to best balance global and local considerations when developing the marketing mix
- How to best organize the firm for global marketing
- How to research and present a Country Market Report

Grading

| | |
|---------------------------|------|
| Test 1 | 16% |
| Test 2 | 16% |
| Test 3 | 16% |
| Class Participation | 12% |
| Group Preliminary Outline | 5%* |
| Group Presentation | 5%* |
| Group Written Report | 30%* |

**Your group grade(s) may be adjusted downward if you are the group slacker. Group members will evaluate each other. I will take this input into account when assigning individuals final grades for group assignments. I can give students feedback about group input only in general terms as specific comments and grading will be kept confidential. Grade adjustments will be made after the last day of class and posted on Blackboard.*

Grade Computation

| | |
|--------------|--------------|
| 100 ≥ A ≥ 92 | 77 > C ≥ 73 |
| 92 > A- ≥ 90 | 73 > C- ≥ 70 |
| 90 > B+ ≥ 87 | 70 > D+ ≥ 67 |
| 87 > B ≥ 83 | 67 > D ≥ 63 |
| 83 > B- ≥ 80 | 63 > D- ≥ 60 |
| 80 > C+ ≥ 77 | F < 60 |

Class Website

Our class site is on Canvas. Web-based, password-protected class sites are available for students enrolled in accredited courses taught at the University. Go to <http://courses.utexas.edu/> Syllabi, handouts, assignments and other resources are types of information that may be available on these sites. Class e-mail rosters will be a component of these sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. *For information on FERPA related issues see <http://registrar.utexas.edu/students/records/ferpa/>*

Attendance/Class Participation

All students should complete the reading assignment and be prepared to discuss the case or other assignments for the date listed in the syllabus. Students will be expected to listen to each other and courteously respond to the ideas of others. Your ability to do these tasks well will primarily determine your participation grade. **Students are not only expected to volunteer to speak but should be expected to be called upon without warning. Therefore, let the professor know in writing before class if you are unprepared on any day.** Beginning **Monday, September 10**, roll will be taken, and it is the student's responsibility to sign the roll. Also, a seating chart will be established. Information sheets must be turned in on September 9.

Laptops must be closed and put away (from McCombs professionalism policy).

When students are surfing the web, responding to e-mail, instant messaging each other, and otherwise not devoting their full attention to the topic at hand they are doing themselves and their peers a major disservice. Those around them face additional distraction. Fellow students cannot benefit from the insights of the students who are not engaged.

Country Market Report

Students will each be assigned to a (usually 4-person) group. Please see the list of projects below. Directions for applying for specific projects will be given in class. Each group will be expected to turn in a preliminary update and a final report and to present your findings and conclusions to the class.

- Project Update
 - In this assignment you should address the following sections of the *Country Market Report Outline* (found on the course Blackboard site under Assignments): Economic Environment, Political Environment, Cultural Environment, Competition, and proposed target market(s). Look right before *Marketing Strategy* in the outline for instructions on target market(s). Try to find as many of these numbers as possible. **In addition to the Internet, you should use the sites posted under External Links. These include both the book website and the UT library website.**
 - Be sure that all members of the group have read the latest *Commercial Guide* for your country located under "Market Research Library" on the U.S. government export portal: www.export.gov. You should also check this site for industry-specific reports. You will need to register but this is easy. Put down the University of Texas as your organization.
 - This assignment should be about 6 pages (**double-spaced** in font 12 with normal margins) exclusive of the sources section. **Write in full sentences (essay format).**
 - The update should present a summary of your research. You should briefly identify key findings/issues that will likely affect your decision concerning the viability of this market for your product/service and how economic, cultural, political, regulatory, and competitive factors could affect this

decision. **Be sure you don't just list information but that you explain its significance to your particular business model. Because of the page limit for the update, don't be more detailed than is necessary to clearly make a point.** You can add more detail in the final paper.

- A list of sources (fully identified) should be compiled relating to *each chapter* (2-6) and these should include not only free sources from the Internet but also other sources provided by the UT Library. Identify the ones found via the UT Library website with an asterisk (*). **Each reference should be followed by a 1-2 sentence description of the source and its value to your research.**
- At this point in your research, you should have at least 20 sources.
- **CMR**
 - The CMR should be 24-30 pages—exclusive of references and exhibits—double-spaced in font 12 with normal margins.
 - **Again, an organizational outline for this report is posted on your class Blackboard site under Assignments.** Your report should follow this outline. Please remember, however, that this is not a scavenger hunt in which you simply look for information to fill in the blanks. Some information will be easier to find than other information. Some information will be incomplete or contradictory. You should acknowledge this as you build a balanced, well-researched argument for your final action decisions. This is predominately an analytical exercise, but creativity is necessary as well.
 - The report may have up to 5 exhibits. Each exhibit should clearly state its sources and be referred to in the text of the report. Also, the relevance of each exhibit and the conclusions to be drawn from it should also be clearly stated in the text of the report.
 - Follow the instructions for sources and references found in the CMR Outline.
- **Presentation**
 - Each group will be assigned a date for a 20-minute presentation of their CMR.
 - The grade for this will be for presentation style. Present nice slides and pace yourself well. Emphasize key points and provide detail as appropriate. It is not required that all members of the group present, but it is nice if they do. Don't worry if some members are less talented at public speaking. I am pretty generous in this regard as long as a good faith effort is apparent.
 - Dress should be business casual.

Tests

Tests will consist of multiple choice questions. Each will cover five chapters.

All tests must be taken at the assigned time. The only exception will be for serious illness. If you must miss a single test due to illness you must inform the professor before the test and then bring in documentation of the illness from the University Health Services. You will then have the opportunity to replace this one test by taking a comprehensive final exam at the university-assigned time for this final exam. The comprehensive final exam will consist of term identifications and/or comprehensive essays. The final exam can only be substituted for one missed test. If you miss more than one test for any reason, you should drop the course.

Important Notifications

Students with Disabilities

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

Diversity and Inclusion

It is my intent that students from all diverse backgrounds and perspectives will be well served by this course, that students' learning needs will be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit. Please let me know right away if this ever is not the case.

Religious Holy Days

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Policy on Scholastic Dishonesty

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at <http://my.mcombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at

<http://deanofstudents.utexas.edu/conduct/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Campus Safety

Please note the following key recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security. More info at:

<https://preparedness.utexas.edu/>.

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings and assemble outside when a fire alarm is activated.
- Familiarize yourself with all exit doors of each classroom and building you may occupy.
- If you need evacuation assistance, inform the instructor in writing asap.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by Austin or UT police or fire authorities.

Behavior Concerns Advice Line (BCAL): 512-232-5050 or [on-line](#).

In case of emergency, further information will be available at:

<http://www.utexas.edu/emergency>.

Course Schedule

(Subject to moderate change. Remember to check the course website regularly.)

Session 1, August 28

Introduction

Reading: Chapters 1 and 2

Session 2, September 4

Culture and Marketing

Reading: Chapter 3

Session 3, September 9 —**PICTURE SHEETS DUE**

Assignment: Search the Internet for articles/websites on “business culture” and/or “business etiquette” for a country of your choice. Consult at least two sources.

- Explain how some of the researched insights might be explained by the country’s Hofstede scores.
- Also, identify cultural paradoxes (at least one). What advice appears to contradict the country’s Hofstede scores?
- What other cultural insights appear to relate to the concepts identified in Chapter 3?

Session 4, September 11

Markets and Politics

Reading: Chapter 4

Session 5, September 16

Understanding Global Buyers

Reading: Chapter 5

Session 6, September 18

Global Buyers (continued)

Case: 5.2: Questionable Payments, p. 162

Session 7, September 23

Competing for Foreign Markets

Reading: Chapter 6

Session 8, September 25

Global Competition (continued)

Case 6.3: The New Cola Wars, p. 192

Session 9, September 30

Starting the Country Market Report

Assignment for Class today:

- What countries does your company operate in?
- Read the Country Market Report Organizational Outline on Blackboard under Assignments. **Print this out and bring it to class!**
 - For your business model, what aspect of culture should you research? List at least three ideas.
- Go to the U.S. Government Export Portal at www.export.gov and locate the Country Commercial Guide for the country of your project. These guides can be found under 'Market Research'. *Become familiar with the guide. It can save you lots of time and effort and often has information difficult to find elsewhere.* **Print out the first page of your Commercial Guide and bring it to class!**
- Visit the Global Edge site (see <http://globaledge.msu.edu>). Be ready to explain three sources that will be useful to your Country Market Report.
- Go to Business Monitor accessed through our library site at www.lib.utexas.edu. Then click on *Find Articles Using Databases*. **It is listed under BMI**. See what this source has available on your country?
 - Identify a current opportunity or challenge in your country's economic environment.
 - Identify a current opportunity or challenge in your country's political environment.
 - Does Business Monitor have a special report on your industry (or a related industry) in your country?
- Go to MarketLine Advantage accessed through our library site at www.lib.utexas.edu. Look here for special reports relating to your industry and country.
- Go to Business Source Complete accessed through our library site at www.lib.utexas.edu. Look here for special reports relating to your industry and country.

Session 10, October 2

Foreign Exchange Review

Reading: Review Chapter 2, pp. 27-35.

Assignment: Each member of each group should be prepared to discuss the history of their market currency, predictions for the future of that currency, and the reasons behind those predictions. In addition, they should be ready to explain how a devaluation or revaluation of that currency against their business's home currency or a major competitor's currency could affect their business plan.

Session 11, October 7

Test 1: This exam covers Chapters 2-6

Session 12, October 9

Researching Global Markets

Reading: Chapter 7

Case 7.1: Surveying the Turkish Clothing Industry, p. 222

Session 13, October 14

Group Time: Class does not meet but the professor is available for consultation

TUESDAY, OCTOBER 15: *Each group should e-mail the professor a copy of their CMR Update by 2:00 p.m.*

Session 14, October 16

Market Choice

Reading: Chapter 8

Case: The Global Baby Bust, p. 270

Session 15, October 21

Entering Foreign Markets

Reading: Chapter 9

Session 16, October 23

Global Product and Service Strategies

Reading: Chapters 10

Assignment: Go to <http://www.aboutmcdonalds.com/country/map.html>. Visit a selection of the non-US McDonalds locations. On each country site, read about the products sold in that country. How much standardization is McDonald's doing? How much adaptation? Why? Be prepared to discuss in class.

Session 17, October 28

Services and Branding Decisions

Reading: Chapter 11

Case 10.2: Chasing Pirates, p. 363

Session 18, October 30

Test 2: This exam covers Chapters 7-11

Session 19, November 4

International and Global Pricing

Reading: Chapter 12

Case 12.1: The Price of Coffee in China, p. 399

Session 20, November 6

Global Distribution

Reading: Chapter 13

Case 13.2: Who's to Blame, p. 438

Session 21, November 11

Class presentations

GROUPS TO BE ANNOUNCED

Session 22, November 13

Class presentations

GROUPS TO BE ANNOUNCED

Session 23, November 18
Class presentations

GROUPS TO BE ANNOUNCED

THANKSGIVING BREAK

Session 24, November 25
Group time: Class does not meet but the professor is available for consultation

Session 25, November 27
Global Promotion
Reading: Chapters 14 and 15

Session 26, December 2
Global Promotion/Organizing for Global Marketing

Case 14.1: The South American Sales Dilemma, p. 468

Group evaluations will also be administered in class today.

**ALL GROUPS: EMAIL THE PROFESSOR A COPY OF YOUR FINAL
COUNTRY MARKET REPORT AND DELIVER A HARD COPY OF YOUR
PAPER TO CBA 7.202 BY TUESDAY, DECEMBER 4 AT 3:00 PM**

Session 27, December 4
Organizing for Global Marketing
Reading: Chapter 16

Case 16.1: How Local Should Coke Be? p. 530

Session 28, December 9

Test 3: This exam covers Chapters 12-16