

Chaminade University
Marketing Globally, Bu 43601
Fall 2001, MWF, 1:00-1:50, H107

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Office Hours: TR: 11:00-noon, MW: 2:00-3:00, or by appointment

Course Overview:

This course revisits what you have learned about marketing, now in the context of the global marketplace rather than domestic markets. The big issues and controversies surrounding global marketing will be discussed, as well as the "adjustments" that need to be made to the basic marketing tools, methods, and approaches to accommodate the expanded scope.

Course Objectives:

This course requires that you apply your existing knowledge of marketing to the new challenges presented by a global marketplace. Hence, making sure that your understanding of the principles of marketing is solid is a prerequisite for understanding the marketing function in a global setting. Specifically, by the end of the semester, you will:

- be able to enumerate the major issues and controversies surrounding global marketing
- understand the forces in the global macro environment that shape global marketing
- use the "jargon" of global marketing appropriately and proficiently
- appreciate the importance of culture in shaping consumer behavior around the globe
- understand the nature of the 4P's in a global environment
- know what makes a successful global brand
- be competent in analyzing actual global marketing situations and developing logical and compelling analyses critiques of marketing strategies

Text:

_Global Marketing, Warren J. Keegan and Mark S. Green, Prentice Hall, 2000, paper
Readings provided by the instructor

Requirements and Grading Procedures:

- 2 exams (short answer format), worth 25% each for a total of 50%
- 3 synthesis projects, worth 10% each for a total of 30%,
- Semester project, worth 20%,

Final grades will be determined as a weighted average of what you earn on the assignments listed above. The customary designation of A for EXCELLENT work, B for ABOVE AVERAGE, C for AVERAGE, D for BELOW AVERAGE, and F for FAILURE will be used. So, if you earn a C on the midterm exam, a B on the final exam, a B on the first and second synthesis projects, an A on the third synthesis project, and an A on the semester project, your final average would be $(2 \times .25) + (3 \times .25) + (3 \times .10) + (3 \times .10) + (4 \times .10) + (4 \times .20) = 3.05$, a B for the course.

Synthesis Projects

1. The first one involves reading several articles from the marketing literature and analyzing them to come to your own conclusions regarding the nature and wisdom of global marketing. You should look for themes that the articles share, as well as ideas that are unique to each article. Then develop your own viewpoint on the nature of global marketing. You will present your ideas in a paper, no longer than 5 word-processed, double spaced pages. Your paper will be graded on the basis of your ability to dig below the obvious to find the real heart of the issues surrounding global marketing, your ability to support your point of view convincingly, and **your ability to communicate your ideas** in an organized logical and engaging manner.
2. The Second Synthesis Project involves choosing a country and researching the nature of the market there. That means you want to learn all you can about the consumers in that market, important demographic, behavioral and psychographic information. What, generally, would a marketer need to know about the unique nature of consumers in this country to be able to do business there? Are there certain taboo colors? Are sex-roles well defined, or not? What you study, exactly, will depend on the unique nature of the country you choose to study. You will report your findings in a paper that is no longer than 5 word-processed, double-spaced pages. You will also share your findings with the class in an oral presentation. This presentation is NOT simply a recitation of your paper, but a creative and engaging presentation of what in your research is most suitable for reporting in a short period of time. This effort will be graded on the basis of your ability to figure out what would be most important for the marketer to know about the consumers in this country, and your ability to express your ideas both orally and in written form in an organized, logical and compelling manner.
3. The Third Synthesis Project involves choosing a global brand and researching its role in the global economy. What is the history of this brand in terms of its global presence, what propelled it to global prominence, what marketing challenges were faced....? This assignment requires that you do some secondary research on the internet, in the library, and, perhaps contacting the company for information. You will present your findings in a short paper (5 word-processed, double-spaced pages) as well as in an oral presentation to the class. Your effort will be graded on the basis of your ability to figure out what has been most important from a marketing perspective in propelling this brand to global prominence, your ability to express your ideas in terms of what you are learning, and your ability to express your ideas, both orally and in written form, in an organized, logical and compelling manner.

The Semester Project involves developing a marketing plan for either the State of Hawaii OR Chaminade University to attract a new foreign/international target market. Your task will be to identify the most lucrative target market, and then proceed to develop a marketing plan to attract that market. Your effort will be graded on the basis of your ability to identify the critical questions/issues that need to be researched, your ability to apply what you have learned to the task, the appropriateness/reasonableness of your plan, and the clarity and creativity with which you present your plan, both in writing and orally.

Miscellaneous Information

- Pay attention to exam dates and due dates for assignments. Make-up exams are allowed only in the event of a physician-excused absence and late assignments will be down-graded.
- Please keep pagers and cell phones in the off position during class.
- Please do not be shy about seeing me during my office hours, or making an appointment to see me at our mutual convenience. If you have a problem or questions that are better addressed outside the classroom, DO NOT WAIT to see me until the end of the semester when it may be too late to "fix" whatever needs fixing. I will be setting up short "get to know you" meetings with each of you at the beginning of the semester.
- It is suggested that you at least skim the assigned materials prior to coming to class. After class, then, it would be a good idea to look at the reading assignment in greater depth. Lectures will not be a review of what you read, but will expand on and even cover topics not discussed in the reading. Hence, attendance is quite important, especially in terms of being prepared for exams which are weighted toward class.
- There are no extra credit points/ assignments available in this class. Do your best on what is assigned and then there is no need for extra credit.

Course Calendar

Date	Topic	Assignment
M 8/27	Course Overview	
W 8/29	Mini Review of Principles of Marketing	
F 3,31	No Class: Convocation @ 11:00	
M 9/3	No Class: Labor Day	
W 9/5	Introduction to Global Marketing	Ch 1
F 9/7	continued	
M 9/10	The Lure of Global Branding	handout
W 9/12	The Globalization of Markets	handout
F 9/14	The End of Corporate Imperialism	handout
M 9, 17	Global Mktg Environment (#1 Synthesis Paper)	Ch 2 p. 46-67
W 9,19	continued	
F 9,21	Mktg Environment: Regional Characteristics	Ch 3
F 9/24	Mktg Environment: Political/Legal/Regulatory	Ch 5
M 9/26	Mktg Environment: Social and Cultural	Ch 4
W 9/28	continued	
M 10/1	Segmentation/Targeting/Positioning	Ch 7
W 10/3	continued	
F 10/5	Re-Mapping the World of Consumers	handout
M 10/8	No Class: Discovers' Day	
W 10/10	Review and Catch up	
F 10/12	Midterm Exam	
M 10/15	Market Entry Strategies	Ch 9
W 10/17	continued	
F 10/19	Competitive Advantage	Ch 10
M 10/22	#2 Synthesis Project presentations	
W 10/24	continued	
F 10/26	Marketing Mix: Product	Ch 11
M 10/29	continued	
W 10/31	The Best Global Brands	handout
F 11/2	A Bit of Prosperity, Why Foreign Distillers....	Handouts
M 11/5	Marketing Mix: Pricing	Ch 12 p 431-449
W 11/7	continued	
F 11/9	In Europe, Surfing a Web of Red Tape	handout
M 11/12	No class: Veterans' Day	
W 11/14	Marketing Mix: Distribution	Ch 13
F 11/16	Seven Rules of International Distribution	handout
M 11/19	#3 Synthesis Project presentations	
W 11/21	continued	
F 11/23	No class: Thanksgiving holiday	
M 11/26	Marketing Mix: Communication (advertising)	Ch 14
W 11/28	Marketing Mix: Communication (selling)	Ch 15
F 11/30	continued	
M 12/3	Summary and Review	
W 12/5	Semester Project presentations	
F 12/7	Semester Project presentations	

Final exam: Tuesday, 12/11 @ 10:30-12:30

The course calendar is subject to additions, changes, deletions as necessary.