

Chaminade University
Marketing Globally, BU 436 01
Fall 2002, TR, 9:30-10:50, H102

Instructor: Margaret L. Friedman, PhD

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Office Hours: M, W, F: 9:00-noon; T, R: 11:00-1:00; or by appointment

Course Overview:

This course revisits what you have learned about basic marketing principles, considering now 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 of serving global markets. Special attention is given to an understanding of cultural differences and how they affect marketing decision making.

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 macroenvironment 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 the challenges facing a successful global brand
- be competent in analyzing actual global marketing situations and developing logical and compelling analyses/critiques of marketing strategies

Texts:

- Handbook of cross-Cultural Marketing, Paul A. Herbig, The International Business Press, 1998, paperback
- The Silk Road to International Marketing, Tim Ambler and Chris Styles, Prentice Hall, 2000
- A Short Course in International Marketing Blunders, Michael D. White, World Trade Press, 2002

Requirements and Grading Procedures:

- 2 exams (short answer format), worth 25% each for a total of 50% of your final grade
- Culture Study, worth 25% of your final grade
- Global Brand project, worth 25% of your final grade

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.

Culture Study

The assignment involves choosing a culture to study **in depth** (other than your native culture) and reporting your findings both in a written report and in an oral presentation to the class. Your research should consider a wide range of characteristics of the chosen culture that would be of interest to a marketer considering doing business in the culture. You will be considering such characteristics as cultural rituals, values, spirituality, language, perceptions, etc. etc. etc..... The aspects of culture you will want to study will become clearer to you when you read The Handbook of Cross-Cultural Marketing. You should discuss the cultural characteristics in terms of their important implications for marketing strategy (market segmentation and targeting, positioning, the marketing mix). Your report should be no longer than 10 double-spaced, word-processed pages. You will also report your most important findings to the class in a short presentation (10 minutes). You **should not** simply read your paper for your presentation to the class. Rather, you should develop an engaging presentation that holds the attention of the class and leaves them with a memorable fact or two regarding the nature of the culture presented. Your effort will be graded on the following criteria: **the breadth and depth of your effort to identify the important dimensions of the chosen culture, your ability to understand the marketing implications of those dimensions, and clarity in communication, both written and oral (spelling, grammar, organization, clarity, and creativity).**

Global Brand Project

This assignment involves choosing a popular global brand and developing a case study of what has been this brand's experience in the global marketplace. The point is to research both the successes and the struggles the brand has had in expanding from the domestic to the global arena. You should consider basic marketing practices (segmentation and targeting, positioning, marketing mix, market research....) to organize the information you gather about your chosen brand. Your report should include a section where you put yourself in the role of consultant to the brand and provide at least three specific actions that should be taken the next six months to market the brand globally. Your suggestions should be supported with "proof" that they have a high potential for success. Your report should be no longer than 10 double-spaced, word-processed pages. You will also report your most important findings to the class in a short presentation (10 minutes). You **should not** read your paper to the class. You will be down graded considerably if you do this. Your oral presentation will cover only what is most interesting and can be explained clearly and cleverly in the short time you have for your oral presentation. Your effort on this assignment will be evaluated according to the following criteria: **the comprehensiveness of your research, your ability to analyze the brand's situation in terms of what you have learned about global marketing in class, and clarity in communication, both written and oral (spelling, grammar, organization, clarity, and creativity),**

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. Class time will not be a review of what you read, but will selectively expand upon topics found in the reading and may 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 discussion.
- 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
T 8/27	Course Overview	syllabus, assessment pretest
R 8/29	Review of Principles of Marketing	
T 9/3	What is "Culture"	HCCM: Ch 1
R 9/5	Standardization-Adaptation Debate	HCCM: Ch 2
T 9/10	continued	Levitt reading provided
R 9/12	Cross-Culture Market Research	HCCM: Ch 4
T 9/17	Cross-Culture Product Strategy	HCCM: Ch 5
R 9/19	Cross-Culture Promotion Strategy	HCCM: Ch 6
T 9/24	continued	HCCM: Ch 8, Ch 9
R 9/26	Cross-Culture Distribution Strategy	HCCM: Ch 10
T 10/1	Cross Culture Pricing Strategy	HCCM: Ch 11
R 10/3	Cross-Culture Services Marketing	HCCM: Ch 12, Ch 14
T 10/8	Culture Study Presentations	
R 10/10	continued	
T 10/15	Midterm Exam	
R 10/17	Intro to Model for Cross-Culture Marketing	SRIM: Part 1 Introduction
T 10/22	MAC, SILK, PASSION	SRIM: Ch 3, Ch 4
R 10/24	continued	SRIM: Ch 5, Ch 6
T 10/29	Global Marketing in Practice	SRIM: Ch 7, Ch 8
R 10/31	continued	SRIM: Ch 9, Ch 10, Ch 11
T 11/5	The Why of International Marketing Blunders	IMB: Ch 1
R 11/7	Language Blunders	IMB: Ch 2
T 11/12	Product and Service Blunders	IMB: Ch 3
R 11/14	Distribution Blunders	IMB: Ch 4
T 11/19	Advertising Blunders	IMB: Ch 5
R 11/21	Blunders in Japan	IMB: Ch 6
T 11/26	Applying Lessons and Marketing Planning	IMB: Ch 8, Ch 9
T 12/3	Global Brand Project Presentations	
R 12/5	continued and summary and conclusions	assessment

Final exam: Monday, 12/9 @ 8:00-10:00

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