

**MGT 248: Global Marketing**  
*Spring 2005*

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Professor: Yunchuan Liu, Ph.D.  
Classes: Thursday 7:10 – 10:00 pm (ANDHL 118)  
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## **COURSE OVERVIEW**

### **Objectives**

The primary goal of the course is to provide understanding of global marketing environments and examine the development of marketing strategies to maximize growth of global companies. This course offers a broad spectrum of issues confronting marketing managers and decision-makers as they design their global marketing strategies. The course has several specific objectives:

- Identifying and analyzing key characteristics of international markets and applying that knowledge to the management of the international marketing function;
- Developing marketing strategies and tactics in global business settings;
- Describing and discussing the role of status of marketing in international business;
- Planning and managing the product, pricing, distribution, and promotion activities in international markets.

This course aims at developing your analytical, decision-making and communication skills as related to marketing in a global economy. Students will develop knowledge and skills related to:

- Analyzing a foreign market's potential;
- Comparing consumer differences and similarities across markets;
- Decision-making with regard to market entry strategy;
- Defining issues related to marketing mix standardization or adaptation;
- Evaluating the effects of economic, social, and cultural environments on marketing strategy.

### **Course Format**

The course will consist of lectures, video cases, case analyses, group project and presentation. Lectures will cover major marketing topics from the textbook as well as the contents not addressed in the textbook. Short marketing cases and video cases will be

presented and discussed in class to provide a better understanding of the real-world marketing planning and execution.

### **Course Materials**

- Warren J. Keegan and Mark S. Green (2005), **Global Marketing**, 4th edition, Prentice Hall, ISBN 0131469193. (*One copy is on reserve in the Rivera Library*)
- **Lecture Notes.** Lecture notes will be posted on Blackboard

### **Internet Blackboard**

Class notes, syllabus, additional readings, class announcements, and exam scores will be posted on **Blackboard** (<http://ilearn.ucr.edu>). It is your responsibility to check MGT 248 Blackboard for up-to-date information and materials. Online and hands-on tutorials for students about the use of Blackboard are available at:

<http://css.ucr.edu/ac/blackboard/bbstudent.htm>

## **COURSE COMPONENTS**

### **Exams (150 points)**

There are 2 exams in this course. The exams will be in-class and closed book tests. Only the topics that are covered after the past exam will be included in the exam. Sample exams and study guides will be posted on Blackboard before the exams.

Each exam will include 50 multiple-choice questions (1.5 points for each question). Questions will be from lectures, texts, and the cases discussed in class. The exam questions will stress (1) concepts and definitions and (2) applications. Most of the exam will ask about the substantive issues and applications. You should not focus on memorizing *trivia*. **Please bring pencils with erasers and a green Scantron form to the exam.**

### **Exam Schedule**

	<b>Date, Time</b>	<b>Topics (textbook chapters)</b>
Exam I	4 / 28 (Thur.), 7:10 – 10:00 PM	Introduction to global marketing (chapter 1) Global Economic environment (chapter 2, 3) Social and Cultural Environment (chapter 4) Social and Cultural Challenge (chapter 5) Global Market Research (chapter 6) Segmentation, targeting, and positioning (chapter 7) Global Market Entry Strategies (chapters 8, 9)
Exam II	6 / 2 (Thur.), 7:40 – 10:00 PM	Global Product Strategies and Branding Decisions (chapter 10) Global Pricing Strategies (chapter 11) Global Marketing Channels (chapter 12) Global Advertising Strategies (chapter 13) Global Promotion (chapter 14) Global Marketing Management (chapter 16)

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### **Assignments (10 points + 5 extra points: 3 assignments x 5 points)**

Assignments are designed to give you experiences to apply the marketing knowledge you learned in class to real-life examples. There will be **three** sets of assignments. You are expected to work on them individually and submit them by the due date. It is expected that a typical assignment should require 1-2 hours to complete. There is no page limit but a typical assignment is about 2 pages long. Assignments will be graded with 5 maximum points. Your total points beyond 10 will be your bonus points. For example, if you turn in all 3 assignments and your total points are 13, you earn full 10 points for your assignment and get 3 extra points.

A cover page is not required. In the top right corner of the first page of each assignment, please write

Your Name Your e-mail address Assignment # Due date
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All assignments should be double-spaced and be written in a 12-point font. **Assignments should be turned to the professor before class on the due date.** Late submissions or e-mail attachments will **not** be accepted.

### **Assignment 1: Foreign Country Information**

Select one country. For a world map log on to: [http://plasma.nationalgeographic.com/mapmachine/facts\\_fs.html](http://plasma.nationalgeographic.com/mapmachine/facts_fs.html) and click on regions of the world for country selection. Research and compile as much data as possible on the political, legal, economic, social, and cultural environments of the country you chose. Please summarize what you found for this country. Some useful links:

[www.loc.gov](http://www.loc.gov)

The Library of Congress. You can click on “global gateway,” then click on “research guides and databases”, and then click on “country studies”.

<http://www.doc.gov/>

Department of Commerce

[www.worldbank.org](http://www.worldbank.org)

World Bank

<http://www.imf.org/>

International Monetary Fund

[www.cia.gov](http://www.cia.gov)

Central Intelligence Agency. You can click on the World Factbook, and then select the country of interest.

## **Assignment 2: Global Marketing Failure**

Pick a company or brand which has encountered some problems in globalization (EuroDisney, Chrysler, Kao, Peugeot, Ikea, or Polaroid). Using available library data (Google, Lexis/Nexis, etc.) to describe the problems encountered, analyze the causal factors, develop alternative solutions, evaluate them, and give your recommendation.

## **Assignment 3: Global Marketing Success**

For a successful global product of your choice, describe and analyze its success story. Try to find the critical points or events which ensured the success, and attempt to identify whether the success is due to superior management, superior product quality, weak competition or simply good luck.

## **Group Project: Foreign Market Entry**

### **Overview**

The general objective of this project is to apply the concepts learned in class in a real business context. You may use information you collected in your assignments. You will submit a written report and present your project in class at the end of the quarter.

### **Project (2 members each group)**

1. Choose a company (whether global or not) and evaluate it in terms of international marketing strategy. Is the company already international? If not, why not? What are the company's products/services? How do they compare with other similar products/services in the global market? What are the company's international resources? What drivers exist to push the company globally – or not?
2. Foreign market analysis. Choose a region or county where the company is not currently doing business. Is the region/country an attractive prospect for the company's products/services? Analyze the prospective market with a preliminary screening and an in-depth screening as far as you can get. How would you characterize the potential foreign market? Does the company you chose potentially match this country? Do you recommend market entry?

Note: you can either use country information collected for Assignment #1, or collect information for a new country.

3. The company you discussed in 1 now decides to enter that foreign market, regardless of your advice to do so or not. Recommend the best entry strategy and a general marketing strategy, and support your recommendations. Include in the marketing strategy: (1) potential for standardization of the product/service—discuss the potential need for any adaptation, (2) the potential for global branding, (3) recommended pricing strategy, (3) distribution recommendations, and (4) any other considerations you feel are critical. Assume you are considering a 3-5 year time frame. You will present this project and turn in the project paper during the final class.

### **Group Paper**

The due date for the paper is the last class. The format of your project should be:

- It should not exceed 12 pages. This does not include the cover page and appendices.
- Typewritten
- Minimum 11 font size
- Double-spaced
- Use of appropriate headings and sub-headings to help guide the reader

Your write-up should include:

- An introduction including the company and the country.
- Market analysis of the country based on existing sources of information.
- Company information and its international marketing strategies (current or potential). It is recommended that you rely on available secondary data (e.g., information you get from libraries or the Internet).
- Market Entry Decision Strategies based on country information and company. Give specific recommendations on product, pricing, distribution, and promotion strategies.

### **Presentation**

You are speaking to the board of the company to explain your marketing strategy and try to convince them that your plan is the best option. You will have approximately 20 minutes for the presentation. It is recommended to include one or more visual aids such as PowerPoint slides, transparencies, or handouts. The presentation and paper requirements will be discussed further in-class.

The grade for the term project will reflect the quality of the project: (1) the extent of primary and secondary research conducted; (2) the quality of the oral presentation of the material; and (3) the quality of the written material submitted as the final package.

### **Extra Credit Opportunities**

For exceptionally good assignments, group presentations, or group papers, extra credits up to 10% are available. For instance, exceptionally good group papers can get 22 points instead of 20.

## **GRADING**

The final grade will be determined on the following weights:

Exams	
Exam I	75 points
Exam II	75 points
Assignments	10 points
Group Project	
Paper	20 points
Presentation	20 points
<b>TOTAL</b>	<b>200 points</b>

Final grades will be assigned based on the following totals. Total scores include bonus credit. There will be **NO** curving.

Grade	Points	Grade	Points	Grade	Points
A+	192	A	184	A-	180
B+	172	B	164	B-	160
C+	152	C	144	C-	140
D+	132	D	124	D-	120
F	<120				

## CLASS POLICY

### **Add/Drop Policy**

Enrollment of this class is managed by Student Affairs at AGSM (first floor, Anderson Hall, 827-2515). According to university policies, the professor cannot add or drop any students. Please talk to Student Affairs for related questions.

### **Classroom Courtesy**

Common courtesies are expected in class: Turn off cell phones or other electronic noisemakers. Do not carry on irrelevant conversations nor disturb your classmates with private conversations. If you have to leave early during the class, sit close to the exit.

### **Exams**

You are expected to take the exams at the time scheduled unless other arrangements have been made with the instructor in advance. Make-up exams will be offered only to students who received approval from the instructor prior to the examination date.

### **Assignment Deadlines.**

All written work is due at the beginning of session on the due date. Late or E-mail submissions will **NOT** be accepted.

### **Academic Misconducts.**

*Any academic misconduct* will not be tolerated. Academic misconducts include cheating, plagiarism, and falsification of records. Academic misconducts can result in a failing grade, expulsion from the course, and disciplinary probation.

## Course Schedule, Spring 2005

Week	Date	Day	Topics	Chapter	Notes
1	3/31	Thur.	Introduction to course Introduction to global marketing	1	
2	4/7	Thur.	Global Economic Environment Social and Cultural Environment	2,3,4	
3	4/14	Thur.	Cultural and Political Challenge Global Market Research	5,6	Assignment #1 Due: 4/14
4	4/21	Thur.	Segmentation, Targeting, & Positioning Global Market Entry Strategies	7,8,9	
5	4/28	Thur.	<b>EXAM I (7:10-10:00PM)</b>		
6	5/5	Thur.	Global Product Strategies and Branding Decisions. Global Pricing Strategies	10,11	Assignment #2 Due: 5/5
7	5/12	Thur.	Global Marketing Channels Global Promotion/Global Marketing Management	12,14,16	
8	5/19	Thur.	Presentation		Project Paper Due: 5/19
9	5/26	Thur.	Global Advertising Strategies Course wrap-up	13	Assignment #3 Due: 5/26
10	6/2	Thur.	<b>EXAM II (7:10-10:00PM)</b>		

Note: The syllabus is subject to change. In case of change, I will post the updated syllabus on Blackboard.