1. Course Information

Course Title: Global Marketing  
Course number: MBA 5355  
Course Section: 1705  
Credit. Hours: 3  
Semester: Fall 2016  
Course website: Blackboard MBA 5355  
Room #: Malloy Hall 014  
Days & hours: Mon and Wed 5:30-6:45PM  
Prerequisites: MBA 5320  
Instruction Mode: Classroom/Online Hybrid

2. Instructor Information

Name: Dr. Shuoyang Zhang  
Office location: Welder 201  
Office Phone: 812.340.1915 (Cell)  
FAX: 713-525-2110  
Office hours: Tue 1:30-3:00 PM; Wed 1:30-5:30; Thu 12:30-2:30 and by appointment  
Google hangout: zhangshuoyang@gmail.com  
Whatsapp: 812.340.1915  
E-mail: zhangs1@stthom.edu (Please indicate MBA 5355 in the Subject)  
Emergency number: 812.340.1915 (Please feel free to text or call for immediate assistance)  
Where to leave assignments: Blackboard

3. Course Catalog Description

The purpose of the course is to expose the student to the complexity of marketing strategy decisions in a global marketplace. Topics include global consumer markets; the global cultural, legal, political, economic environment; marketing mix; consumer behavior; and global marketing research. Assignments include group work, cases and readings and presentations. Prerequisite: MBA 5320.

4. Program Goals and Objectives:

When students complete the MBA degree at the University of St. Thomas:

Goal 1. They will be effective communicators.
   - Objective 1: Graduates will deliver a compelling oral presentation.
   - Objective 2: Graduates will write professional quality documents.

Goal 2. They will be effective team members.
   - Objective 1: Graduates will demonstrate appropriate group techniques to participate in a team task that results in effective performance.
   - Objective 2: Graduates will demonstrate effective leadership skills in a group project.

Goal 3. They will be ethical decision makers.
   - Objective 1: Graduates will recognize the ethical issues implicit in a business situation.
• Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.
• Objective 3: Graduates will develop a variety of ethical alternatives for resolving or at least addressing, a problem in business.

Goal 4. They will be globally aware.
• Objective 1: Graduates will perform a global business situation analysis.
• Objective 2: Graduates will formulate global business strategy.
• Objective 3: Students will evaluate global business strategy.

Goal 5. They will be able to integrate knowledge across multiple business disciplines.
• Objective 1: Graduates will identify business problems and opportunities that result from factors internal and external to the organization.
• Objective 2: Graduates will apply quantitative and qualitative techniques from the different business disciplines to address problems and opportunities.

Goal 6. They will be knowledgeable about multiple business disciplines

5. Course Learning Objectives (and relationship to program goals and objectives)

This course is designed to enhance your understanding and appreciation of the importance and relevance of international marketing in today's global economy. Upon successful completion of this course, you will be able to:

• Utilize teams to assess global markets, organize results, and develop effective presentations (Goals 1, 2, and 4)
• Identify and communicate the challenges unique to marketing across cultures and geographic/political boundaries (Goals 4 and 5)
• Identify and locate the information necessary to make strategic marketing decisions for global markets (Goals 3, 4 and 5)
• Recognize the challenges inherent in collecting information relevant to international markets and devise methods for overcoming these challenges (Goals 4 and 5)
• Demonstrate understanding of the major challenges that arise in managing marketing personnel when working internationally and develop successful approaches for addressing these dilemmas (Goals 4, 5 and 6)
• Understand the ethical issues inherent in collecting, analyzing, storing, and disseminating market research data (Goal 3)

By the end of the semester, you should be able to: define the role international marketing plays in the growth, survival, and success of businesses; appreciate the complexity of marketing environs and decisions, gather secondary data about global business issues, and develop comprehensive international marketing plans.
6. Texts, Readings, Materials

Required text:
*International Marketing 15e, Cateora, Gilly, & Graham, McGraw-Hill Irwin (text)*
The Wall Street Journal (in-class and online discussions)

7. Instructional methods:

This class will be using a combination of classroom and online activities, including lectures, discussions, case analysis, group projects, oral presentation, and written reports. This course is designed to be as interactive as possible. Lectures will be conducted online to highlight the key points in the readings. It is the student’s responsibility to read and study all assigned materials thoroughly.

8. Technology

- Online communication and collaboration;
- Online research and data retrieval;
- Use of general productivity software (e.g., Microsoft Office) to complete assignment;
- Use of BlackBoard learning platform

9. Course Tentative Schedule:

The schedule below is tentative and subject to change in the event of circumstances beyond the instructor’s control. The instructor reserves the right to make changes in the class outline as needed. An Announcement will be made in advance for any change to be made.

<table>
<thead>
<tr>
<th>Date</th>
<th>Mode</th>
<th>Topics &amp; Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon 8/22</td>
<td>In-Class</td>
<td>Welcome, Introduction, Course Overview, and Syllabus</td>
<td>Student Survey due before next session</td>
</tr>
<tr>
<td>Wed 8/24</td>
<td>In-Class</td>
<td>Guidelines of WSJ Analysis Blog and Country Report</td>
<td>Bio Sketch due before next session</td>
</tr>
<tr>
<td>Mon 8/29</td>
<td>Online</td>
<td>Chapter 1: The Scope and Challenge of International Marketing Chapter 2: The Dynamic Environment of International Trade</td>
<td>Chapter Assignments</td>
</tr>
<tr>
<td>Wed 8/31</td>
<td>In-Class</td>
<td>Country Presentations 1-4; WSJ Discussions</td>
<td>Country slides and report</td>
</tr>
<tr>
<td>Mon 9/5</td>
<td>Labor Day. No Class.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed 9/7</td>
<td>In-Class</td>
<td>Country Presentations 5-8; WSJ Discussions</td>
<td>Country slides and report</td>
</tr>
<tr>
<td>Mon 9/12</td>
<td>Online</td>
<td>Chapter 3: History and Geography: The Foundations of Culture Chapter 4: Cultural Dynamics in Assessing Global Markets</td>
<td>Chapter Assignments; WSJ Analysis Blog 1</td>
</tr>
<tr>
<td>Wed 9/14</td>
<td>In-Class</td>
<td>Country Presentations 9-12; WSJ Discussions</td>
<td>Country slides and report</td>
</tr>
<tr>
<td>Mon 9/19</td>
<td>Online</td>
<td>Chapter 5: Culture, Management Style, and Business Systems Chapter 7: The International Legal Environment</td>
<td>Chapter Assignments</td>
</tr>
<tr>
<td>Date</td>
<td>Day</td>
<td>Schedule</td>
<td>Topics and Assignments</td>
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<tr>
<td>Wed 9/21</td>
<td>In-Class</td>
<td>Country Presentations 13-15; WSJ Discussions</td>
<td>Country slides and report</td>
</tr>
</tbody>
</table>
| Mon 9/26 | Online  | Chapter 8: Developing a Global Vision through Marketing Research  
Chapter 12: Global Marketing Management: Planning and Organization | Chapter Assignments; WSJ Analysis Blog 2                                                |
| Wed 9/28 | In-Class| WSJ Discussions  
Preliminary Team Presentation Guidelines |                                                                                       |
| Mon 10/3 | Online  | Grovo: Project Management  
Marketing Plan Project Teamwork | Grovo                                                                                   |
| Wed 10/5 | In-Class| WSJ analysis; Marketing Plan Team Project Progress Report and Feedback |                                                                                       |
| Mon 10/10|         | Fall Break. No Class.             |                                                                                       |
| Wed 10/12| In-Person| Marketing Plan Project Teamwork |                                                                                       |
| Mon 10/17| Online  | Chapter 15: International Marketing Channels | Chapter Assignment; WSJ Analysis Blog 3                                                  |
| Wed 10/19| In-Class| Marketing Plan Team Project Preliminary Presentations | Slides due.                                                                            |
| Mon 10/24| Online  | Online: Chapter Assignments  
Chapter 16: Integrated Marketing Communications and International Advertising |                                                                                       |
| Wed 10/26| In-Person| Marketing Plan Project Team Coaching |                                                                                       |
| Mon 10/31| Online  | Chapter 17: Personal Selling and Sales Management | Chapter Assignment; WSJ Analysis Blog 4                                                  |
| Wed 11/2 | In-Class| In Class: Chapter Review; WSJ analysis; Marketing Plan Team Project Progress Report and Feedback |                                                                                       |
| Mon 11/7 | Online  | Chapter 18: Pricing for International Markets | Chapter Assignments                                                                   |
| Wed 11/9 | In-Person| Marketing Plan Project Coaching and Teamwork |                                                                                       |
| Mon 11/14| Online  | Marketing Plan Project Teamwork | Chapter Assignments; WSJ Analysis Blog 5                                                 |
| Wed 11/16| In-Class| Guest Speaker                     |                                                                                       |
| Mon 11/21| Online  | Grovo: Social Media               |                                                                                       |
| Wed 11/23| In-Person| Marketing Plan Project Coaching and Teamwork | Meeting with Instructor                                                                 |
| Mon 11/28| Online  | Marketing Plan Teamwork Session    | Chapter Assignments; WSJ Analysis Blog 6                                                 |
| Wed 11/30| In-Class| Marketing Plan Teamwork Session   |                                                                                       |
| Fri 12/2 | In-Class| Marketing Plan Final Presentation | Slides due.                                                                            |
10. Course Policies

It is required that everyone in class will:

- Attend all class meetings, read assigned materials, and participate in discussions.
- Raise relevant questions and contribute relevant observations to the topic being discussed.
- Demonstrate awareness of appropriate interpersonal communication, sensitivity to others, and professionalism.
- A laptop computer is allowed in class as long as it is used for classroom activities.
- Cell phones should be turned off or set to be “silent” or “vibrating” mode in class.
- Reasonable accommodations will be made for students with special needs.

Specifically,

1) **Attendance** will be recorded at the start of every class meeting from the first day through the final exam. Two instances of incomplete class attendance (arriving late or leaving early) will count as one absence. If a student has more than two absences, the student’s final grade will be negatively impacted by one letter grade level. For example, if a student’s total points add to 95%, which is an A, one additional absence (in excess of two) will result in an A-, two will result in a B+, and so on.
   a. If you are going to be absent from class due to illness or other significant reasons, you should send an email to the professor with legitimate documentation prior to the beginning of the class session.
   b. If you miss a class, it is entirely your responsibility to make sure you have read and clarified any material that was covered before coming to the next class. You may send an email to meet in person or ask (more than one) fellow classmates to be sure you understand everything covered in class.

2) **Participation** is based on both quality and quantity and can happen in-class and online. You need to demonstrate that you are actively engaged in the subject matter – this can be shown through your comments and questions in class and online, as well as your communication with the professor before and after class. In order to effectively participate in class, it is essential that you have prepared the assigned materials. **It is a requirement for students to have read relevant text material prior to the class session. Study guides for each chapter will be available in advance. Students should use them when reading the text and be prepared to discuss the topics in class.** Higher quality class participation is reflected in thoughtful and analytical comments and questions that provide evidence of your understanding and add to everyone’s learning. Quality participation moves the discussion along and contributes to our collective learning.
3) **WSJ Analysis** is an important element in the course, which helps you relate the fundamental constructs to current events in the real world and gain insights in the future trend of the industry. **EVERY student is expected to come to EVERY CLASS prepared to discuss articles from the Wall Street Journal.** Students will be randomly selected to present WSJ each day. This exercise is designed to be beneficial to you professionally, and from a grading perspective. Please take full advantage of this excellent opportunity to learn, to become more professionally polished, and to help your grade.

For each WSJ analysis, you must select one article and submit a blog including the following information: your name, the title of the article, link to WSJ website, time published, at least one image (or video), and your own analysis of the article. Proper analysis requires that you summarize the article in an organized way (i.e. don’t copy it or give just minimal information) and explain your interest in the topic, relevance to this class, application to other businesses, international implications, etc. PLEASE focus on the application to materials we have studied or explain how you believe this will fit something we will be studying in international market. You will get an accumulative grade for your best 5 WSJ analysis blogs at the end of semester out of 100 points in total. You must post at least one comment on each blog posted by class members within the following week. Note that your comments to reflect your participation online and will gain participation points.

4) **Chapter Assignments** will be posted on BlackBoard along with PowerPoint slides and lecture notes regarding the specific chapters of the week. You must submit your assignments on Blackboard before class meets on the specific date.

5) **Presentations and Team Project:** This course involves three major presentations. For the first one, you will be examining a country in pairs (2 members). The second and third will be done in teams of 4 members. Pairs and teams will be determined early in the semester. Country presentations will be spread out in class sessions along with handouts to share with the class. For team presentations you will exam a cluster of countries from those that each student investigated, choose a product to introduce into one of those countries, show why the country you chose is the most attractive market, and present basic market introduction plans to the class. There will be specific instructions as we move into the semester.

6) **The grade of “F”** will be awarded in the case of academic dishonesty, such as plagiarism and cheating on the examination. It may also be given in cases where the student demonstrates no effort/preparation, obvious lack of participation, lack of professionalism or respect. In this latter case, such students will have fair warning they are on this track and given the opportunity to improve, before "F" is awarded. **This course is not designed to promote student failure; just the opposite, it is to promote student success.** Therefore, to do well in this course, the formula is simple and
straightforward: read assigned chapters, analyze WSJ articles, come to class and be ready for discussions, and do well on the exams.

11. Student Grading Processes:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>% and Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Assignments (online)</td>
<td>100</td>
<td>93.0 – 100%</td>
</tr>
<tr>
<td>WSJ Analysis Blogs (online)</td>
<td>100</td>
<td>90.0 – 92.9%</td>
</tr>
<tr>
<td>Country Presentation and Handout (in class)</td>
<td>100</td>
<td>87.6 – 89.9%</td>
</tr>
<tr>
<td>Preliminary Team Presentation (in class)</td>
<td>100</td>
<td>85.0 – 87.5%</td>
</tr>
<tr>
<td>Final Team Presentation and Report (in class)</td>
<td>200</td>
<td>80.0 – 84.9%</td>
</tr>
<tr>
<td>TOTAL POSSIBLE POINTS</td>
<td>600</td>
<td>77.6 – 79.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>75.0 – 77.5%</td>
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<tr>
<td></td>
<td></td>
<td>70.0 – 74.9%</td>
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<tr>
<td></td>
<td></td>
<td>0 – 69.9%</td>
</tr>
</tbody>
</table>

12. Available Support Services:

- **The Instructor**: Please feel free to text or call 970-430-5325.
- **Campus Guide**: [http://campusguides.stthom.edu/cameron](http://campusguides.stthom.edu/cameron)
- **Learning and Writing Center (LWC)**: [www.stthom.edu/tutoring](http://www.stthom.edu/tutoring) *
- **IT Helpdesk**: Phone: (713) 525-6900 Email: ithelpdesk@stthom.edu

*Please note that students are encouraged to consult with tutors at the Learning and Writing Center when completing assignments for this course. Based on the instructor’s assessment of the student’s work, the student may be required to work with the tutors at the Center to improve the student’s skills.*
The Cameron School of Business at University of St. Thomas

**CSB Mission Statement**
Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

**Academic Honesty**
Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

The tests will be individual efforts. Students may work together on homework assignments, but must submit their own assignments.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

**Accommodations**
The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Crocker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.