

MANAGEMENT 4220 A
GLOBAL MARKETING
SUMMER (2009)

Instructor:	Prof. Roberto Bello	Class Room:	AH 176
Office:	D-536	Class Time:	T -TH 9:00 – 11:50
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Office hours

Mondays and Wednesday from 10:00 to 12:00
If the listed office hours are not possible for you, I am happy to meet with you by appointment at a mutually convenient time.

Textbook

Global Marketing
4th Edition
Hollensen, Svend
Prentice Hall, 2007

General Course Description

The key course objective is to develop an understanding of global environment. At the end of the semester, the students should be able to: identify the potential pitfalls that impede successful transformation of domestic marketing strategy into an international strategy; evaluate global marketing opportunities; and understand the ethical implications of global business.

Evaluation System

Project	(25%)	}	45%
Debate	(20%)		
1 st Term Exam	(25%)	}	55%
2 nd Term Exam	(30%)		
Total			100%

Course Grading

95-100%	= A+	70-73%	= C+	<=53 =F
90-94%	= A	66-69%	= C	
86-89%	= A-	62-65%	= C-	
82-85%	= B+	58-61%	= D+	
78-81%	= B	54-57%	= D	
74-77%	= B-			

PLEASE NOTE: For the In-Class activities, in-class presentations and team projects you and/or your group will present at the agreed upon schedule time. If you are not prepared to present or you don't have your report ready, your grade will be zero for that portion of the assignment.

In fairness to everyone, all tests must be written on the assigned dates and times with only exception being due to a medical emergency. If you need to change the date of writing the exams for any other reason, you must receive permission from Undergraduate office.

Behaviour during class time:

Information regarding class conduct, including plagiarism, may be found in the University Calendar (2007-2008) on pages 70-74. A useful guide to avoid plagiarism may be found on the Library's website at (www.uleth.ca/lib/guides/research/display.asp?PageID=28.)

Exams Content

In addition to lecture notes and cases any additional material (videos, presentations, and comments) is fair game.

I RESERVE THE RIGHT TO MAKE ADJUSTMENTS TO THE MARKING SCHEME OR THE CLASS SCHEDULE DURING THE TERM

Attendance

Every session the instructor will record attendance before the class begins and after the class break, so if you want to earn an extra 5% you will have to attend to at least 10 out of 12 sessions. No exceptions will be made.

COURSE SCHEDULE

Note: Every attempt will be made to adhere to the following schedule. In the event of unforeseen events, we will make adjustments as required.

DATE	TOPIC	PROJECT PRESENTATION	DEBATES	Extra Activities	CASE STUDY	CHAPTER(S)
May 7	Initiation to Internationalization and Theories				Case 1.2 (p. 38)	1,2, 3.1, 3.5, 3.7
May 12	Developing International Competitiveness			Teams formation	Case 1.4 (p.142)	4
May 14	Deciding which markets to enter			Depth Interview Techniques	Case 7.2 (p.239)	6.2, 6.3, 7
May 19	International Marketing Selection Process		Debate on Topic C	Grounded Theory Analysis	Case 8.1 (p.267)	8
May 21	Market Entry Strategies I			1 ST exam explanation	Case 10.2 (p. 326)	9.1, 9.3, 10
May 26	1ST TERM EXAM	Chapters cover are: 1,2,3,4,6,7,8,9,10				
May 28	Market Entry Strategies II		Debate on Topic B		Case 11.1 (p.351)	11
June 2	Market Entry Strategies III			Last day to review Midterm	Case III.4 (p.410)	12, 13.1, 13.2, 13.5, 13.6, 13.7
June 4	Product Decisions	Teams 1 & 2			Case 14.2 (p.469)	14
June 9	Pricing Decisions	Teams 3 & 4			Case 15.2 (p.503)	15
June 11	Distribution and Promotion Decisions	Teams 5 & 6		Project Due		16,17
June 16	Implementing a Global Marketing Program		Debate on Topic A	2 nd exam explanation	Case 18.1 (p.636)	18.1, 18.2, 18.3, 19.1, 19.2
June 18	2ND TERM EXAM	Chapters cover are: 11,12,13,14,15,16,17 18,19				

Students' Debate Exercise

Students will be divided into teams assigned to a point or counterpoint position on one of a selected group of international marketing controversial issues.

Each team is asked to research its topic thoroughly and to develop a position with an introduction, main points, rebuttals the team believes should be made in the debate, and a conclusion. Students are encouraged to take an extreme, not middle-of-the-road position for purposes of argument, and therefore your team should use as many references and examples as possible in developing their position.

A debate will be run in the classroom. The format for our class is as follows (with the team winning a coin toss deciding whether to go first or second):

- 2 minutes – point introduction
- 2 minutes – counterpoint introduction
- 10 minutes – open debate between the two teams
- 10 minutes – structured questioning from the rest of the class, alternating between the teams
- 2 minutes – counterpoint conclusion
- 1 minutes – point conclusion
- 1 minute – counterpoint rebuttal

Students in the rest of the class are encouraged to read information on the subject, and to actively participate by preparing and asking questions of the participating teams.

Students will be given evaluation forms to fill out after each debate to determine 50% of each team's debate grade, and to provide comments as feedback to the debating teams. The other 50% will be based on the debate performance according to your instructor.

When participating in the grading of the debate, you are not to be influenced by your personal point of view on the topic, but to judge the team only on their performance in the debate (including preparation, organization, analysis, persuasiveness, interest generated, and responses to questions).

Topic A	Are Multinational Corporations Free from Moral Obligation?
Topic B	Are Grey Markets good for multinational corporations?
Topic C	Global Control vs. Local Control: Which one is better?

Following are the evaluation forms (Exhibits 1 and 2) that will be used with the debates. Exhibit 1, *Evaluation of Group Debates* is to be returned to the professor.

Exhibit 2, *Evaluation of Debates*, will be returned to the group. Each student will receive two copies, one for pro and one for con arguments. These are returned to the professor and, after the professor evaluates them, will be given to the group presenters.

EVALUATION OF GROUP DEBATES

YOUR NAME: _____

DEBATE TOPIC: _____

POSITION: _____

OVERALL GRADE (1-100): _____

OPPOSITE POSITION: _____

OVERALL GRADE (1-100): _____

THANK YOU.
PLEASE FOLD AND TURN IN ON THE DAY OF THE PRESENTATION.

EVALUATION OF DEBATES

DEBATE TOPIC: _____

POSITION: _____

OVERALL GRADE (1-100): _____

Please grade the debaters for this position on a scale of 50 (F) to 100 (A+) for each of the characteristics shown, using the descriptions at either end as a guide. Please give this careful consideration, as 5% of each person's grade will depend largely on your evaluations. Please provide comments to the group in the comment blanks provided.

Very dull	50	55	60	65	70	75	80	85	90	95	100	Very interesting
Not at all persuasive	50	55	60	65	70	75	80	85	90	95	100	Very persuasive
Poorly organized	50	55	60	65	70	75	80	85	90	95	100	Well organized
Poorly informed	50	55	60	65	70	75	80	85	90	95	100	Very well informed
Poor analysis	50	55	60	65	70	75	80	85	90	95	100	Excellent analysis
Poor question responses	50	55	60	65	70	75	80	85	90	95	100	Excellent question responses
Bad overall debate	50	55	60	65	70	75	80	85	90	95	100	Terrific overall debate

COMMENTS: _____

Global Marketing Project

Goals:

- 1) To understand the changes on consumption habits that global consumers experience in the international marketplace.
- 2) To identify managerial applications from the changes that global consumers experience in the international marketplace.

Activity:

You will be teamed with three other students and interview 2 international students (both from the same nationality) and 2 Canadian students.

From the analysis of these interviews you should be able to better understand how international students have changed their consumption behavior here in Canada compare to their home country. Additionally, you will compare the consumption behaviors between the international and Canadian groups and draw some conclusions

Finally, you will provide a series of specific and detail applications for international marketing managers that can be obtain from your research

Research Method:

The data collection method will be the depth interview technique. On May 14, a portion of the class will be used in order to explain this technique and you will have some time to practice this technique during class time.

The data analysis technique will be based on Grounded Theory. On May 19, a portion of the class will be used in order to explain this method.

Report:

You will produce a written report that highlights your findings in summary form. This summary should also include your managerial recommendations. The due date to hand-in the final draft is June 11th at the beginning of the class

This report should consist of the following:

- 1) Summary of findings
- 2) Managerial Applications
- 3) Table of Codes and their definitions
- 4) Complete (verbatim) transcription of all interviews
- 5) Interviewee signed consent forms
- 6) CD with all four interviews digitalized.

Presentation:

You will present your findings in class and share the suggested managerial applications

Evaluation:

Your mark will be calculated out of 85 with following breakdown:

Up to 20 points for the quality of the summary

Up to 20 points for the quality of the managerial applications

Up to 10 points for the quality of your table of codes

Up to 10 points for including complete typed transcriptions on a CD

Up to 5 points for the quality of your presentation

5 points for having all consent forms

5 points for including all four interviews in a CD

You may qualify for 5 extra marks if the overall quality of your project is outstanding