**Syllabus for course**

**GLOBAL MARKETING**

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| **Course code:** | 2FF302 |
| **Course title in language of instruction:** | Global Marketing |
| **Course title in Czech:** | Global Marketing |
| **Course title in English:** | Global Marketing |
| **Number of ECTS credits allocated:** | **7** (1 ECTS credit = 26 hours of workload) |
| **Mode of delivery:** | face‑to‑face; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course |
| **Mode of completion:** | graded course |
| **Language of instruction:** | English |
| **Level of course and year of study:** | Undergraduate |
| **Semester:** | Summer 2016 |
| **Name of lecturer(s):** | Cynthia Vannucci, PhD, CMP, CHME (examiner, Professor, lecturer, supervisor, tutor) |
| **Prerequisites and co‑requisites:** | none |
| **Recommended optional programme components:** | none |
| **Work placement:** | none |

**Aims of the course:**

# This course provides an in-depth study of the nature and determinants of the behavior of organizations in relation to their marketing activities in a global environment. This course will emphasize the cognitive processing perspectives of decision making within ethical marketing both locally and internationally. Students will also explore subject areas such as attitudes, perceptions, preferences, and buyer/seller behavior in a global marketplace. The discussions will focus on practical, decision-making incorporating the challenges faced by marketers who must balance the needs of customers, suppliers, shareholders, employees, and other stakeholders.

In addition, this course investigates various promotional tools used in the communication mix, such as advertising, sales promotion, and publicity, to sell products and services. Concepts include: advertising planning processes, determining advertising and promotional goals and objectives, control and evaluation of advertising and promotional programs, and regulatory issues.

**Learning outcomes and competences:**

Upon successful completion of this course, students will:

1. Having explored cohesive, substantive perspectives on the conceptual and managerial nuances of the business marketing field.
2. Be able to compare and contrast domestic and international marketing techniques and strategies.
3. Understand the internal and external variables which influence the development and execution of business marketing strategies in the international environment.
4. Learn about the elements of the marketing management process, the basic components of marketing programs, and the interaction of marketing with other functions of the organization.
5. Understand the role of marketing managers and how to apply marketing concepts to a wide range of management and international situations.
6. Acquire analytical skills to define marketing problems, identify opportunities, and interpret their implications for decision-making in a global marketplace.
7. Apply both qualitative and quantitative tools to marketing problems.
8. Develop practical communication skills by using persuasive arguments in support of well-grounded marketing actions.

**Course contents:**

1. Introduction to Global Marketing (lectures: 1, seminars: 0)
2. Global Economic Environment (lectures: 2, seminars: 0)
3. Business strategies and marketing management philosophies. How to meet customer needs. (lectures: 0, seminars: 1)
4. Global Trade Environment (lectures: 1, seminars: 0)
5. Approaches to international marketing – ethnocentric, polycentric or geocentric, (lectures: 0, seminars: 2)
   * + Case study – IKEA’s changed approach to the USA market
6. Accessing and evaluating relevant information to guide business decisions. (lectures: 1, seminars: 0)
7. Social and Cultural Environments (lectures: 0, seminars: 1)
8. The Marketing Environment (lectures: 0, seminars: 1)

* Case study – US companies responses to international piracy

1. Evaluating a company’s marketing strategies and making recommendations. (lectures: 1, seminars: 0)
2. The Political, Legal, and Regulatory - Student Presentations (lectures: 0, seminars: 1)
3. Managing Market Information and the market research process (lectures: 0, seminars: 1)
   * Case study – competition in the international business school sector
4. Appraising the threats and opportunities of conducting business in a world with fewer barriers (lectures: 2, seminars: 0)
5. Global Information Systems and Market Research (lectures: 2, seminars: 0)
6. Consumer Behavior and decision processes. (lectures: 1, seminars: 1)

* The importance of culture, social class and reference groups for international marketing. Case studies – Sheba dog food and Sony’s robot dog

1. Analyzing the expanding environment of media and communication techniques. (lectures: 2, seminars: 0)
2. Segmentation, Targeting, and Positioning (lectures: 0, seminars: 1)

* Case study – Ford in Europe

1. Examining the importance of market segmentation, position and action objectives to the development of an advertising and promotion program. Assessing the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns. (lectures: 0, seminars: 2)
2. Guest Speaker Verna White on Global Meetings (lectures: 2, seminars: 0)
3. Importing, Exporting, and Sourcing (lectures: 0, seminars: 1)
4. International Marketing. Standardize or localize. Centralize or decentralize. (lectures: 0, seminars: 1)
5. Developing creative strategies for international advertising. (lectures: 1, seminars: 0)
6. Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances (lectures: 0, seminars: 1)
7. Group assignment - selecting the entry strategy (lectures: 0, seminars: 1)
8. Planing media strategy, scheduling, and vehicle selection. (lectures: 2, seminars: 0)
9. Branding: products and services (lectures: 0, seminars: 1)

* Case study – choosing the wrong brand name in international markets

1. Ethics. International regulations. (lectures:2, seminars: 0)
2. Pricing Decisions (lectures: 0, seminars: 1)
3. Guest Speaker Helena Zeman, Marketing at Holmes Place Fitness (lectures: 2, seminars: 0)
4. Assessing strategic uses of sales promotions. (lectures: 2, seminars: 0)
5. Global Marketing Channels and Physical Distribution (lectures: 0, seminars: 1)
6. Advertising, Sales and PR, Case study – comparison of Japanese UK and USA TV advertising compared to US (lectures: 0, seminars: 2)
7. Devising the Marketing plan for international business (lectures: 1, seminars: 0)
8. Adjusting your time frames for committment to advertising and communication (lectures: 0, seminars: 2)
9. Global Marketing Communications Decisions 1 (lectures: 0, seminars: 1)
10. Applying both qualitative and quantitative tools to marketing problems. Suggestions for improvement (lectures: 1, seminars: 0)
11. Global Marketing and the Digital Revolution (lectures: 0, seminars: 1)
12. Defining marketing problems, identifying opportunities, and interpreting their implications for decision-making in a global marketplace. (lectures: 0, seminars: 1)
13. Unraveling the role of marketing managers and how to apply marketing concepts to a wide range of management and international situations. (lectures: 2, seminars: 0)
14. Global Trade Environment (lectures: 0, seminars: 1)

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| **Learning activities, teaching methods and workload (hours):** | |
| **Type of teaching method** | **Daily attendance** |
| Participation in lectures | 26 h |
| Preparation for lectures | 10 h |
| Attendance at seminars/workshops/tutorials | 26 h |
| Preparation for seminars/workshops/tutorials | 13 h |
| Preparation of term paper | 20 h |
| Preparation of presentation | 26 h |
| Preparation for final test | 22 h |
| Visits to businesses and visit write-ups | 13 h |
| Pre-departure assignments | 26 h |
| **Total** | **182 h** |

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| **Assessment methods and criteria:** | | | | |
| **Requirement type** | | | | **Daily attendance** |
| Term paper | | | | 30 % |
| Presentation | | | | 30 % |
| Final test | | | | 30 % |
| Activity on seminars, homework | | | | 10 % |
| **Total** | | | | **100 %** |
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| **Assessment:** | | | | |
| Graded courses | | |
| 1 | Excellent (90 ‑ 100%) | |
| 2 | Very good (75 ‑ 89%) | |
| 3 | Good (60 ‑ 74%) | |
| 4 | Insufficient (0 ‑ 59%) | |
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| Ungraded courses | | |
| P | Passed | |
| NP | Not Passed | |

**Reading:**

Principles of Marketing, Philip Kotler, Prentice Hall RQ

Marketing across cultures, 4th ed., Prentice Hall, Jean-Claude Usiner, Julie Anne Lee RQ

Global Marketing, Svend Hollensen RQ

Cateora, Gillay & Graham, Global Marketing, McGraw-Hill Irwin, 14th edition, 2010 RE

Global Marketing and Strategy, Gillespie, Jeannet, Hennessey 3rd Edition RE

***Web resources:***

# <http://www.internationalist.com/> RQ

# <http://www.deanfosterassociates.com/learn-about-cultures/quiz/> RQ

<http://abcnews.go.com/Entertainment/WolfFiles/story?id=90849> RQ

<http://www.essortment.com/all/deathritualsre_rdpa.htm> RQ

RQ required

RE recommended