

**GLOBAL MARKETING**  
**MKT 7880 - 80**

*Dr. William E. Matthews*  
*Winter 2015*

## **GENERAL INFORMATION**

- a. Instructor:** Dr. William E. Matthews.  
MBA and DBA from Harvard University.  
A management consultant in the areas of strategic and organizational planning with more than twenty years' experience.
- b. Office/hours:** Either call the home number or send me an e-mail.
- c. Telephone/fax/e-mail:** 616-7097 (home)  
720-2755 (on campus – voice response)  
[matthewsw@wpunj.edu](mailto:matthewsw@wpunj.edu)
- d. Text:** *Global Marketing* by Warren J. Keegan and Mark C. Green, Prentice Hall, 8th Edition, 2014.
- e. Supplemental texts:** There are numerous texts available in the global marketing field  
If you need additional information on specific topics, let me know.  
  
Periodicals such as *Business Week*, *Fortune*, *Forbes*, and *The Economist* and newspapers including *The New York Times* and *The Wall Street Journal*.
- f. Reasons for offering course:** An elective course in the graduate marketing concentration.
- g. Prerequisites:** MKT 6080 (or BSCO 6080) – Marketing Management.
- h. Course description:** The emergence of global organizations (companies that view the entire world as their market) is an important development in marketing. This course provides a comprehensive overview of the marketing of products and services by global organizations, with emphasis on international culture, the marketing mix, and marketing strategy. Project deal with the problems of and opportunities for specific products in specific countries and the world.

- i. Course objective:** The objective of this course is to:
- o Introduce students to the key concepts and ideas in global marketing ... providing them with a sound understanding of the basics.
  - o Provide students with an opportunity to analyze a number of real world global marketing situations.
- j. Student learning outcomes:** Students will be able to:
- o Effectively express themselves in written and oral form
  - o Demonstrate ability to think critically
  - o Locate and use various kinds of information about organizations
  - o Demonstrate ability to integrate knowledge and ideas in a coherent and meaningful manner and apply in analysis of a current marketing case
- During the course students learn how to:
- o Develop a global marketing vocabulary.
  - o Acquire knowledge of the major theories in the global marketing field.
  - o Explain basic global marketing principles.
  - o Develop a broader global perspective.
  - o Read and explain the content of articles from secondary sources.
  - o Critically evaluate the impact of environments on global marketing.
  - o Explain the ethical implications of marketing decisions.
  - o Relate marketing theory to other parts of their lives.
- k. Teaching methods:** This course will utilize a variety of teaching methods including:
- o A series of discussion boards.
  - o Analysis of selected cases describing real world situations.

## ***COURSE OUTLINE***

December 22	Introduction Chapter 1 - Introduction to Global Marketing (page 2) <b><i>Discussion Boards #1</i></b>
December 23	Chapter 2 - The Global Economic Environment (page 34)
December 24	Chapter 3 – The Global Trade Environment (page 66) <b><i>Case #1 – McDonald's Expands Globally While Adjusting Its Local Recipe (page 30)</i></b> <b><i>Discussion Boards #2</i></b>
December 25	<b><i>University closed</i></b>
December 26	Chapter 4 - Social and Cultural Environments (page 100) <b><i>Discussion Boards #3</i></b>
December 27	Chapter 5 - The Political, Legal, and Regulatory Environments (page 126)
December 29	Chapter 6 - Global Information Systems and Market Research (page 160)
December 30	Chapter 7 - Segmentation, Targeting, and Positioning (page 192) <b><i>Case #2 – Cosmetic Giants Segment the Global Cosmetic Market (page 222)</i></b>
December 31	Chapter 8 - Importing, Exporting, and Sourcing (page 224) <b><i>Discussion Boards #4</i></b>
January 1	<b><i>University closed</i></b>
January 2	Chapter 9 – Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances (page 254) <b><i>Discussion Boards #5</i></b>
January 3	Chapter 10 - Brand and Product Decisions in Global Marketing (page 284)
January 5	Chapter 11 - Pricing Decisions (page 318) <b><i>Discussion Boards #6</i></b>
January 6	Chapter 12 – Global Marketing Channels and Physical Distribution (page 350) <b><i>Case #3 – Carrefour Expands Abroad (page 380)</i></b>
January 7	Chapter 13 - Global Marketing Communications Decisions I: Advertising and Public Relations (page 382)
January 8	Chapter 14 - Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication (page 410) <b><i>Discussion Boards #7</i></b>
January 9	Chapter 15 - Global Marketing and the Digital Revolution (page 442) <b><i>Case #4 – Global Marketers Discover Social Media (page 467)</i></b>
January 10	Chapter 16 – Strategic Elements of Competitive Advantage (Page 468) <b><i>Discussion Boards #8</i></b>
January 11	<b><i>Course ends</i></b>

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## ***LEARNING ASSESSMENT***

Grading for this course will be based on the following two (2) factors:

### **Cases (60%)**

There will be four (4) assigned (**bolded** and *italicized*) cases due on the dates indicated on the schedule.

Please make full use of the materials on Blackboard, namely: the *Notes on Effective Written Communications* and *Analyze Don't Comment!!*

### **Discussion Boards (40%)**

There will be a series of eight (8) discussions boards (each consisting of three topics) ... as indicated on the course schedule.

Again, please make full use of the materials on Blackboard, namely: *Discussion Board Strategy*.

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## **My Approach to Grading**

I rank all students in order of their total scores ... and then determine what letter grade the first and last students deserve. The remaining grades are then spread between these two extremes with the same grade being awarded to those students receiving the same score or range of scores.

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## ***SOME ADDITIONAL NOTES***

### **1 Preparation of the Assigned Materials**

It is imperative that you devote the appropriate and adequate amount of time to the preparation of each of the assignments ... especially in such a short, online course.

### **2. Problems/Discussions**

If you have a problem or concern and want to speak with me, call and leave a message at (973) 616-7097 or e-mail me ... and I will get back to you as soon as possible.

### **3. Make-up Work or Extra Work**

Unless offered to the class as a whole, no make-up or extra work will be assigned to individual students for the purpose of improving their grade. Such assignments are (a) generally impossible to evaluate and (b) unfair to other students.

### **4. Appealing a Grade**

No grading system is perfectly equitable. Under normal circumstances, you should receive a grade within one step (either up or down) from the one you deserve. If, at the end of the semester, you wish to appeal your grade, you should do so in writing summarizing, in detail, the basis for your appeal. Not being happy with your grade (i.e., expecting an “A” and getting a “C”) is not *per se* a valid basis for appeal!!

### **5. Course Changes**

The instructor retains the right to change the syllabus and/or learning system at his discretion.

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