

## **GENERAL INFORMATION- MKT 7880-80**

- 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.
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- d. Text:** *Global Marketing* by Warren J. Keegan and Mark C. Green, Prentice Hall, Sixth Edition, 2011.
- e. Supplemental texts:** There are numerous texts available in the global marketing field and, if you need additional information on specific topics, let me know ... or utilize either the library on the third floor of the Valley Road building or on the main campus.
- 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 26 | Introduction<br>Chapter 1 - Introduction to Global Marketing (page 2)<br><b><i>Discussion Boards #1</i></b>   |
| December 27 | Chapter 2 - The Global Economic Environment (page 38)<br><b><i>Discussion Boards #2</i></b>   |
| December 28 | Chapter 3 - Regional Market Characteristics and Preferential Trade Agreements (page 74)<br><b><i>Case #1 – Ecuador’s Galapagos Islands and Ecotourism (page 104) or</i></b> |
| December 29 | Chapter 4 - Social and Cultural Environments (page 106)<br><b><i>Discussion Boards #3</i></b>   |
| January 1   | Chapter 5 - The Political, Legal, and Regulatory Environments (page 136)  |
| January 2   | Chapter 6 - Global Information Systems and Marketing Research (page 170)<br><b><i>Discussion Boards #4</i></b>  |
| January 3   | Chapter 7 - Segmentation, Targeting, and Positioning (page 202)<br><b><i>Case #2 – Gambling Goes Global on the Internet (page 169)</i></b>                                  |
| January 4   | Chapter 8 - Importing, Exporting, and Sourcing (page 236)<br><b><i>Discussion Boards #5</i></b>   |
| January 5   | Chapter 9 - Market Entry Strategies: Licensing, Investment, and Strategic Alliances (page 264)  |
| January 6   | Chapter 10 - Brand and Product Decisions in Global Marketing (page 296)<br><b><i>Discussion Boards #6</i></b>   |
| January 7   | Chapter 11 - Pricing Decisions (page 330)<br><b><i>Discussion Boards #7</i></b>   |
| January 8   | Chapter 12 – Global Marketing Channels and Physical Distribution (page 364)<br><b><i>Case #3 – Starbuck’s Global Strategy:” The Assignment (page 293)</i></b>               |
| January 9   | Chapter 13 - Global Marketing Communications Decisions I (page 396)   |
| January 10  | Chapter 14 - Global Marketing Communications Decisions II (page 426)<br><b><i>Discussion Boards #8</i></b>  |

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|------------|---|
| January 11 | Chapter 15 - Global Marketing and the Digital Revolution (page 458)<br><i>Case #4 – eBay in Asia (page 482)</i>       |
| January 12 | Chapter 16 – Strategic Elements of Competitive Advantage (Page 484)<br><i>Discussion Boards #9</i>                    |
| January 14 | Chapter 17 – Leadership, Organization, and Corporate Social Responsibility (page 516)<br><i>Discussion Boards #10</i> |

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## ***LEARNING ASSESSMENT***

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

|                                |   |
|--------------------------------|---|
| <b>Cases (60%)</b>             | There will be four (4) cases due on the dates indicated on the schedule:  |
| <b>Discussion Boards (40%)</b> | There will be a series of ten (10) discussions boards (each consisting of three topics) during the semester ... as indicated on the course outline. |

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### **My Approach to Grading**

I begin by ranking 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 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. Cheating, Plagiarism, or Collusion**

I do not anticipate we will run into this problem. However, the University's policies are detailed on pages 50 and 51 of the 2008-2010 edition of the *Undergraduate Catalog*. It clearly states that cheating, plagiarism, and collusion are not acceptable at the university ... and lists possible penalties if a violation occurs and the appropriate appeal process.

### **6. Course Changes**

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