

Fall 2023

MRKT 620-851: Global Marketing Management

Ellen Thomas

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Course Syllabus

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Global Marketing Management

Faculty Contact Information

Instructor: Dr. Ellen Thomas

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Office Hours: Thursdays 2:30 - 3:30 or contact for a virtual appointment

Course Description


This course provides an understanding of how global product, pricing, promotion, and distribution strategies are influenced by international environmental factors (political, legal, economic, competitive, socio-cultural, infrastructure, and technological). Topics discussed include market segmentation, global marketing ethics, standardization or adaptation of the strategic marketing mix, selection of foreign market entry strategies, and international strategic alliances. Course concepts are integrated using contemporary business readings, discussions, videos, and cases.

Textbook and Materials

Textbook suggestion:

- Cateora, P., M.C. Gilly and J. Graham (2020), *International Marketing* (18th ed.). McGraw-Hill/Irwin. ISBN-13: 978-1259712357
- BUT - earlier editions are just as helpful
- Open Access Textbook that may also be helpful:
 - <https://open.umn.edu/opentextbooks/textbooks/130>
(<https://open.umn.edu/opentextbooks/textbooks/130>)

Harvard Business School (HBS) Cases:

- Purchase all cases from Harvard Business Publishing at:
<https://hbsp.harvard.edu/import/1088350>  (<https://hbsp.harvard.edu/import/1088350>)
- **Note:** You may need to register on the HBS site if you do not already have a student account. Click the "Register" link and enter your information and NJIT email address. The list of cases is also

provided below for reference.

Journal Articles:

- Journal articles can be found in the zip file on Canvas or downloaded using your UCID and password from <http://library.njit.edu/>. (<http://library.njit.edu/>)

List of cases and articles being used this semester:

No.	Harvard Business School Cases4269	
1	Wendy's: A Plan for International Expansion	W18477
2	North Dakota Trade Office: Advising a Pasta Exporter	W25445
3	Diageo: Innovating for Africa	514-054
4	L'Oreal: Global Brand, Local Knowledge	311-118
5	Unilever Ethiopia's Shakti Initiative: Building a Rural Sales Channel	W01C42
6	Minolta Camera Company Ltd.	577- 017
7	Tim Hortons: Bringing Canada's Iconic Coffee to China	W25260
8	Ivey Case: San Francisco Coffee House Franchise in Croatia	908-A13

No.	Journal Articles	Source
1	Levitt, T. (1983), "Globalization of Markets," Harvard Business Review, (May-June), 92-102.	NJIT Library
2	Ancarani, F., Frels, J. K., Miller, J., Saibene, C., & Barberio, M. (2014). Winning in rural emerging markets: General Electric's research study on MNCs. <i>California Management Review</i> , 56(4), 31-52.	NJIT Library

3	Johnson, B. (2011). The CEO of Heinz on powering growth in emerging markets. <i>Harvard Business Review</i> , 89(10), 47-+.	NJIT Library
4	Sivakumar, K., & Roy, S. (2019). Global new product development: moderating role of national culture on the link between buyer–seller interactions and innovation outcomes. <i>AMS Review</i> , 9, 205-229.	NJIT Library
5	Kashani, Kamran and John A. Quelch (1990), “Can Sales Promotion Go Global?” <i>Business Horizons</i> , 33 (3), 37-43	NJIT Library
6	Goodrich, K., & De Mooij, M. (2014). How ‘social’ are social media? A cross-cultural comparison of online and offline purchase decision influences. <i>Journal of Marketing Communications</i> , 20(1-2), 103-116	NJIT Library

Course Outcomes

Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

1. Define, explain, and illustrate the marketing principles that constitute the study of global marketing
2. Understand the international trade system
 - Protectionism, Trade barriers, GATT and WTO
3. Define the steps and processes involved in planning a market entry strategy
4. Understand the nuances and challenges of doing business in different cultural environments and under different political systems
5. Understand the elements of the marketing mix (4Ps of marketing) and the modifications that need to be made in order to cater to different global markets
 - Products, Services, and Global Branding
 - International Promotion and IMC
 - International Marketing Channels
 - Pricing for International Markets
6. Development of a sustainable international competitive advantage
 - International planning, organization, partnerships, and leadership
7. Identify ethical dilemmas in the context of global marketing and make decisions grounded in ethical principles
8. Effectively communicate the components of a global marketing plan

Grading Scale

Grade	GPA	Percentage
A	4.0	90–100%
B+	3.5	87-89%
B	3.0	80–86%
C+	2.5	77–79%
C	2.0	70–76%
F	N/A	Below 70%

Grading Breakdown

Course Deliverables	Points
Assignment 1	40
Assignment 2	40
Assignment 3	50
Assignment 4	40
Assignment 5	50
Class Discussion and Reflections	40 total
Check-In Quizzes	40 (10 pts/ 4 quizzes)
Total	300

Once assigned, grades will not be changed under any circumstances unless there is a computational error. There are no exceptions to this rule. No additional assignments are given to increase your grade.

Assessments

Individual Assignments:

Students are required to submit all 5 assignments that are based on HBS cases, readings, module presentations, and text chapters. Answers to assignment questions must be clear, substantive, deliberate, well thought out, cogent, and detailed essays. If answers are cursory, short, perfunctory, and leave the reader guessing your intent, you have not answered the questions fully and will receive a failing grade.

Class Participation: Discussions

Class participation is an important part of an online course, it is your chance to interact with others.

For discussions, students are individually responsible for the readings and discussing questions posed. You also must read the postings of other students and respond. This includes raising interesting questions and intelligently responding to remarks.

Class Participation: Reflections

Reflections are meant to be short and interesting. There are no required readings or formal questions to answer. Just one question asking your opinion. This is a fun way to interact with each other.

Check-In Quizzes

Short quizzes, 5 multiple-choice questions, checking in on newest concepts.

Discussion Board Criteria

Class participation is an important part of an online course, it is your chance to interact with others. Students are individually responsible for the readings and discussing questions posed. You also must read the postings of others and respond. This includes raising interesting questions and intelligently responding to remarks.

Discussion grades are based on:

- The frequency and number of postings
- The quality of postings
- Sharing new information or interesting articles
- As class participation counts for 40 points (a total possible 10 points per discussion forum) simply stating “good answer” or “good job” will not count. In other words, be comprehensive in posting questions, observations, and answers.
- Whether you participated on a continuous, not intermittent, basis. In the interest of promoting class discussion, it would be excellent and you will receive full credit if you post multiple times per forum. Post your own original comments and questions as well as responses to posts made by others.

- The issue of “end-stacking”, where students post all their comments just before the deadline, is not encouraged. This is because students will not have enough time to interact with posts made by others.
-

Late Work and Make-Up Exams


Assignments must be handed in by the predetermined date and time. No late assignments are accepted.

Sharing Information

Students are free to discuss assignments with their colleagues. However, they should not work on them together. Individual work must be turned in.

Statement on Academic Integrity

NJIT does NOT tolerate plagiarism. Anyone engaging in plagiarism will receive an automatic zero and be reported to the Dean of Students.

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>  (<https://t.e2ma.net/click/zft90hb/na1moovf/rh98dox>).

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu (<mailto:dos@njit.edu>)

Student with Disabilities Codes

NJIT adheres to section 504 of the Rehabilitation Act (ADA) of 1990. Appropriate accommodations are provided at no cost to the student. If you have any questions or would like additional information, please visit the [Student Disability Services \(https://www.njit.edu/studentsuccess/accessibility\)](https://www.njit.edu/studentsuccess/accessibility) website.

NJIT's Center for Counseling and Psychological Services can be found here:

[https://www.njit.edu/counseling/ \(https://www.njit.edu/counseling/\)](https://www.njit.edu/counseling/)

Technical Support

For assistance with the following items, please contact NJIT IST Helpdesk at: 1-973-596-2900 or [http://ist.njit.edu/support/helpdesk.php \(http://ist.njit.edu/support/helpdesk.php\)](http://ist.njit.edu/support/helpdesk.php)


- UCID
- Library database access
- Webmail by Google email system
- Sessions
- Password assistance*

*NJIT passwords may be changed using the [Global Password Change mechanism \(https://mypassword.njit.edu/cgi-bin/upr/passchange_default.php\)](https://mypassword.njit.edu/cgi-bin/upr/passchange_default.php). You will need to know your current UCID and UCID password. Questions can be referred to 1-973-596-2900.

Periodic changing of passwords and strategies for managing them is best practice for anyone using a computer. All members of the university community are encouraged to review [tips for password management \(http://ist.njit.edu/cybersecurity/password/\)](http://ist.njit.edu/cybersecurity/password/) and to change passwords regularly.














Library Support




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Ask a librarian: <https://researchguides.njit.edu/researchhelp> 
[\(https://researchguides.njit.edu/researchhelp/\)](https://researchguides.njit.edu/researchhelp/)

Course Summary:

Date	Details	Due
Sun Sep 17, 2023	 Assignment 1	due by 11:59pm

Date	Details	Due
	(https://njit.instructure.com/courses/29252/assignments/346971)	
Sun Sep 24, 2023	 Discussion 1 Forum (https://njit.instructure.com/courses/29252/assignments/346969)	due by 11:59pm
Sun Oct 1, 2023	 Check-In Quiz 1 (https://njit.instructure.com/courses/29252/assignments/346963)	due by 11:59pm
	 Reflection on Culture (https://njit.instructure.com/courses/29252/assignments/347893)	due by 11:59pm
Sun Oct 8, 2023	 Assignment 2 (https://njit.instructure.com/courses/29252/assignments/346972)	due by 11:59pm
Sun Oct 15, 2023	 Discussion 2 Forum (https://njit.instructure.com/courses/29252/assignments/346968)	due by 11:59pm
Sun Oct 22, 2023	 Check-In Quiz 2 (https://njit.instructure.com/courses/29252/assignments/346965)	due by 11:59pm
	 Reflection on Products and Country of Origin (https://njit.instructure.com/courses/29252/assignments/347894)	due by 11:59pm
Sun Oct 29, 2023	 Assignment 3 (https://njit.instructure.com/courses/29252/assignments/346973)	due by 11:59pm
Sun Nov 5, 2023	 Discussion 3 Forum (https://njit.instructure.com/courses/29252/assignments/346967)	due by 11:59pm
Sun Nov 12, 2023	 Check-In Quiz 3 (https://njit.instructure.com/courses/29252/assignments/346964)	due by 11:59pm
	 Reflection on Expatriates and Language Skills (https://njit.instructure.com/courses/29252/assignments/347895)	due by 11:59pm
Sun Nov 19, 2023	 Assignment 4 (https://njit.instructure.com/courses/29252/assignments/346974)	due by 11:59pm
Sun Nov 26, 2023	 Discussion 4 Forum (https://njit.instructure.com/courses/29252/assignments/346966)	due by 11:59pm

Date	Details	Due
Sun Dec 3, 2023	 Check-In Quiz 4 (https://njit.instructure.com/courses/29252/assignments/346962)	due by 11:59pm
Sun Dec 10, 2023	 Reflection on Pricing (https://njit.instructure.com/courses/29252/assignments/347896)	due by 11:59pm
Sun Dec 10, 2023	 Assignment 5 (https://njit.instructure.com/courses/29252/assignments/346975)	due by 11:59pm