Course Title: Global Marketing
Course Number: MKTG 407
Course Description: Global Marketing focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance your skills in developing and implementing marketing strategies and decision making in international contexts.

Instructor: Professor Constant Cheng, PhD

Contact information:

University office: Room 149B, Enterprise Hall
Office hours: 23-255 pm, TR, and by appointment only

Contact:
Please contact me via email in the first instance.
For emergency, please leave a message on my google number: (571) 318-9186

E-mail addresses (please check for virus before sending attachments):

University: ccheng5@gmu.edu
Course Website: courses.gmu.edu, then choose the course once you log in

Section, Location & Meeting time: Section 80837, 12 – 1:15 pm, TR, Enterprise Hall 174
Course Materials


You will also need to purchase a course pack for the cases that will be used for your quizzes. The CoursePack Title: MKTG 407 Global Marketing Fall 2017, and the CoursePack ID: 729704. To purchase and access your course pack online, you will need to do the following:

1. Open the XanEdu "Login/Register" page at: https://coursepacks.xanedu.com/?PackId=729704

2. If you have previously registered for another CoursePack, log in. If not, click the Student Registration link. Complete the registration page and click Submit.

3. Confirm your course pack Selection, and complete the purchase form. Choose one of these options for your course pack delivery:

Option 1: Digital access plus packaged print copy
   Price: $23.72 (price does not include shipping).
   You will have immediate access to your digital course pack.
   Your personal print copy will be shipped to you within five business days from purchase of your course pack.
   Shipping of a print copy is for valid U.S. addresses only.

   ** NOTE: Publishers grant specific rights for different output formats. As a result, you may not be able to (re-)print some materials from your desktop if you have purchased a course pack that features both print and digital content. Likewise, if your course pack includes materials that have been copyright-cleared for digital access only, these materials will not be included in the print copy from XanEdu.

Option 2: Digital access with desktop printing
   Price: $18.68
   You will have immediate access to your digital course pack.
   You will not receive a printed copy of the course pack
   You can print your course pack yourself, if your system hardware and connectivity supports downloading and printing very large files from the Internet. If you are not sure if your system supports this, we recommend that you select Option 1 above.

4. After completing the purchase, you will be taken directly to "My XanEdu" where you can access your digital course pack. Questions? Please contact XanEdu Customer Service at 1-800-218-5971.
Course and learning objectives

The main objective of this course is to develop a managerial understanding of international marketing. This course will provide participants with an opportunity to prepare a highly challenging project of developing an actual international marketing plan. The course will place an equal emphasis on managerial and marketing issues faced by firms operating in different parts of the world.

More specifically, this course will:
- provide an overview of marketing in the international context
- study marketing theory and management in light of different political, cultural, legal, and economic environments;
- relate business needs to problems and opportunities in international markets; and
- examine issues relating to global marketing strategies and tactics.

*Class attendance and participation are expected.* You will need to come prepared by completing the assigned readings. You will be tested on materials in the reading and class discussions and presentations.

By achieving these objectives, this course will address many of the Undergraduate Learning Goals of the School of Business:

1. Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.
2. Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.
3. Our students will demonstrate technical and analytic skills appropriate for success in business.
4. Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.
5. Our students will demonstrate knowledge and skills appropriate for specialization in their majors.
6. Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

Grades

Your learning will be evaluated in several different ways:
- Examination. There will be one comprehensive final exam.
- Quizzes. There will be quizzes based on the case studies.
- Class project. You will work in a small group to prepare an international marketing plan and presentation.
You can earn up to 1000 points for this course. The 1000 points may be earned as follows:

Exams and Quizzes:
- Exam: 300 points
- Quizzes: 200 points

Project and Presentation:
- The Dragon’s Den (Presentation): 100 points
- Penultimate Draft: 100 points
- Final Product (Slides, handout, and Talking points): 300 points

Your final grade for the course will depend on the total number of points you earn:

<table>
<thead>
<tr>
<th>Points</th>
<th>Letter Grade</th>
<th>Grade Points</th>
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</thead>
<tbody>
<tr>
<td>940 – 1000 points</td>
<td>A</td>
<td>4.0</td>
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<tr>
<td>900 – 939 points</td>
<td>A-</td>
<td>3.7</td>
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<tr>
<td>870 – 899 points</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869 points</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829 points</td>
<td>B-</td>
<td>2.7</td>
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<tr>
<td>770 – 799 points</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>700 – 769 points</td>
<td>C</td>
<td>2.0</td>
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<tr>
<td>600 – 699 points</td>
<td>D</td>
<td>1.0</td>
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<tr>
<td>Below 600 points</td>
<td>F</td>
<td>0.0</td>
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</table>

Examination

There will be one comprehensive exam. The exam will consist of multiple choice questions. The exams will cover the textbook materials, supplemental materials from the class and all in-class presentations.

Consistent with University policy, only provable, i.e., documented, absences due to personal illness or family emergencies constitute acceptable absences for missing exams. Preplanned weddings and vacations are not acceptable absences. There are no make-up exams or adjustments to satisfy the convenience of those who missed exams without prior approval.
Group project and evaluations (including The Dragon’s Den)

The class will be divided into groups. As a group, you will gather work together to produce an international marketing plan and present your plan to the class. The final product will be worth 50% of the total grade. This includes 10% of the grade allocated for the Dragon Den presentation and 40% of the grade allocated for the written project (a set of presentation slides and a set of corresponding talking points). For further details, please consult the document called project description which is available on the Blackboard.

As part of the project, you and your group will be presenting the final product to the class in a dragon’s den. Student representatives -- the dragons -- hold the money (10% of the total grade) reins. Your group with the international marketing propositions present your ideas and international marketing strategies in class and hope those ideas are interesting enough for the dragons to give them their money (maximum points) to see their dreams get off the ground. Your professor, the host, ushers you (the presenting group) into the dragons' den and facilitate the process of getting investment funding (the points).

Team work is always challenging. Each team member is responsible for making the group work. *Free riders and bullies will not be tolerated.* As an incentive, each member will privately evaluate all members of the group at the end of the semester. It is therefore in everyone’s interest to work effectively. *Your individual marks for the group projects and presentation will be given proportionately according to your overall contribution rated by your team members and quality of your work at the end of the semester.*

Further information about the group project description, project rubric and marking guides are provided on separate documents which are posted on the Blackboard.

Written materials

All written reports should be checked for grammar and spelling, well presented and properly referenced with APA format. Reports should have a title page showing a title for the report, course name and number, date due and the student’s name(s). *All written assignments must be submitted in electronic format (Microsoft word and/or Power Point), along with a hard copy of the identical document.*

All work is due at the beginning of the class on the due date. Late work will not be accepted unless specific, prior arrangements have been made with the instructor. If accepted late, late work will receive a lower grade. All work must be completed by the last day of class. **Do not submit your work to the Blackboard.**

Specific responsibilities

To meet the course objectives, you will use reading, assignments, project, discussion and research. Emphasis will be placed on learning and applying theories and techniques to a variety of situations. Much of the material will be developed in class and in discussion. Lecture notes will be available on the Blackboard for your convenience.
The Mason Honor Code

Academic honesty is important to maintaining the integrity of our university and ensuring that your degree will earn you the respect you deserve. Students are expected to follow the honor code as presented in the University’s publications. Therefore:

To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the University Community have set forth this:

Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

For this course, three fundamental principles to follow at all times are that: (1) all work submitted be your own (on individual assignments) or your teams (on team assignments); (2) when using the work or ideas of others give full credit through accurate citations; and (3) when conducting YYY you do not make-up ZZZ. If you are uncertain about the directions on a particular assignment, ask for clarification.

Any course assignment (e.g., RRR, SSS) that are determined to be in violation of the University Honor Code will be immediately referred to the Office of Academic Integrity for resolution. Sanctions for honor code violations will be based on the School of Business Recommendations (see chart on next page).

Please consult the “Honor Code” section of the George Mason University Student Handbook or http://oai.gmu.edu/the-mason-honor-code-2/ for additional information about academic integrity. 4
## School of Business Recommendations for Honor Code Violations

*Approved May 2016*

### UG-Non Freshman Students (including transfer students)

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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<tbody>
<tr>
<td><strong>Plagiarism</strong></td>
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</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td>An F in the class; referral to Writing Center; and Academic Integrity Seminar completion</td>
<td>An F in the class; referral to the Writing Center; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
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<tr>
<td>2. Representing someone else’s work as the student’s own (e.g., copying and pasting)</td>
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<tr>
<td><strong>Cheating</strong></td>
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<tr>
<td>1. On a minor assignment (e.g., homework, quizzes)</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
<td>An F in the class; and Academic Integrity Seminar completion</td>
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<tr>
<td><strong>Lying (e.g., providing fraudulent excuse documents, falsifying data)</strong></td>
<td>An F in the class; and Academic Integrity Seminar completion, and at least one semester suspension</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and at least one semester suspension or expulsion</td>
</tr>
<tr>
<td><strong>Egregious Violation (e.g., stealing an exam; submitting coursework from another class as original work across)</strong></td>
<td>An F in the class, Academic Integrity Seminar completion; termination</td>
<td>An F in the class; Academic Integrity Seminar completion; termination from the School of Business; and expulsion</td>
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</tbody>
</table>
Course Policies

ATTENDANCE
Attendance is expected. Being absent from class will cause you to miss the substantial amount of material that we will cover each session as well as the opportunity to work with your team on your research project. If you are absent from class, it is **YOUR responsibility to find out from a classmate** what you missed (both in terms of course material and announcements).

RELIGIOUS HOLIDAYS, SPORTS, AND SCHOOL-RELATED ACTIVITIES
If you expect to be absent during the semester for any of these reasons, please notify me as soon as possible (minimum of 2 weeks prior) to make acceptable arrangements. [http://ulife.gmu.edu/calendar/religious-holiday-calendar/](http://ulife.gmu.edu/calendar/religious-holiday-calendar/).

INCLEMENT WEATHER POLICY
This course will operate in accordance with official University decisions about inclement-weather cancellations. Please check the GMU web site or the information line (993-1000) if the weather is questionable. You can also sign up for Alerts – see [http://ready.gmu.edu/category/recent-alerts/](http://ready.gmu.edu/category/recent-alerts/). If class is cancelled, the course schedule may need to be changed.

ANNOUNCEMENTS AND UPDATES
Email announcements between class meetings may be sent. Any emails from me will be sent to your GMU email account or posted via Blackboard and will include “course name” in the subject line. It is your responsibility to check Blackboard regularly for the addition of any course materials.

E-MAIL CORRESPONDENCE
Outside of class time and office hours, e-mail is the quickest method to contact me. **You MUST use your GMU e-mail address.** Federal privacy laws state that I am not allowed to provide confidential information to any non-GMU e-mail addresses and consequently **I will not respond to emails from any other address.** Please make sure to plan your questions with enough time to receive a response.

CELL PHONE POLICY
Cell phones are **NOT allowed** in class. All cell phones **MUST be set to silent/vibrate and kept out of sight** during class time.

DISABILITY POLICY
If you are a student with a disability and you need academic accommodations, please contact the Office of Disability Services (ODS) at 703-993-2474. All accommodations must be arranged through ODS. Please take care of this during the first two weeks of the semester.
DIVERSITY STATEMENT
George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.

http://ctfe.gmu.edu/professional-development/mason-diversity-statement/

SCHOOL OF BUSINESS COMMUNITY STANDARDS
The mission of the School of Business at George Mason University is to create and deliver high quality educational programs and research. Students, faculty, staff, and alumni that participate in these educational programs contribute to the well-being of society. High quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following Community Standards of Behavior:

• Respect for the rights, differences, and dignity of others
• Honesty and integrity in dealing with all members of the community
• Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence.
The School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business.

Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

OTHER USEFUL CAMPUS RESOURCES
Writing Center: A114 Robinson Hall; (703) 993-1200; http://writingcenter.gmu.edu
University Libraries: “Ask a Librarian” http://library.gmu.edu/ask
Student Support and Advocacy Center http://ssac.gmu.edu/
Counseling and Psychological Services (CAPS): (703) 993-2380; http://caps.gmu.edu
Learning Services http://learningservices.gmu.edu/
School of Business Academic Advising http://business.gmu.edu/undergraduate/academic-advising/
School of Business Career Services http://business.gmu.edu/undergraduate/career-services/
University Career Services: http://careers.gmu.edu
IT Services https://itservices.gmu.edu/help.cfm

University Policies: The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/.

All members of the university community are responsible for knowing and following established policies.
## Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Key Topics</th>
<th>Reading</th>
<th>Work</th>
<th>Project Goals &amp; Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>From August 28</td>
<td>Introduction; syllabus; Group Project; Group Formation</td>
<td>Read Syllabus and Group Project</td>
<td></td>
<td>Group Formation</td>
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<tr>
<td></td>
<td>Introduction to Global Marketing</td>
<td>Chap 1: Introduction to Global Marketing</td>
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<tr>
<td>From September 4</td>
<td>Understanding the Global Environment and Marketing Trends</td>
<td>Chap 4: Political and Regulatory Climate</td>
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<td>Group Proposal</td>
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<td></td>
<td></td>
<td>Chap 7: Global Marketing Research</td>
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<td>(Group proposal, contract &amp; group schedule)</td>
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<tr>
<td>From September 11</td>
<td>Finding the Global Customers</td>
<td>Chap 5: Global Markets</td>
<td>Read Case: Arabic Perfumes and the Global</td>
<td>Global Problem and Unique Value Proposition due</td>
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<td></td>
<td>Fragrance Market</td>
<td>to group</td>
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<td></td>
<td>Quiz – Arabic Perfumes</td>
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<tr>
<td>From September 18</td>
<td>Analyzing Global Opportunities</td>
<td>Chap 6: Global Competitors</td>
<td>Read Case: Nestle Ice Cream in Cuba</td>
<td>Target Customers and Segment due to group</td>
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<td></td>
<td>Quiz – Arabic Perfumes</td>
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<tr>
<td>From September 25</td>
<td>Developing Global Participation Strategies</td>
<td>Chap 8: Global Market Participation</td>
<td>Read Case: Apple in China</td>
<td>Destination Market Analysis &amp; Competitor</td>
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<td></td>
<td>Chap 9: Global Market Entry Strategies</td>
<td>Quiz – Nestle in Cuba</td>
<td>Analysis due to group</td>
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</table>
| From October 2 | Designing Global Marketing Programs & Global Product | Chap 10: Global Product Strategies  
Chap 11: Global Strategies for Services, Brands, and Social Marketing | Quiz – Apple in China | Positioning & Marketing Entry Strategies due to group |
|--------------|--------------------------------------------|-------------------------------------------------|-----------------|-----------------------------------------------|
| From October 9 | **Columbus Recess**  
No class - Work on project outside class | | | |
| From October 16 | Global Distribution Strategies | Chap 13: Managing Global Distribution Strategies | **Read Case:** Absolut Vodka in China | Marketing Mix due to group |
| From October 23 | Global Promotion Strategies | Chap 3: Cultural and Social Forces  
Chap 14: Global Promotion Strategies  
Chap 15: Managing Global Advertising | Quiz – Absolut Vodka in China | Establishing value: Investment opportunity, financials & financing round and exit strategy due to group |
| From October 30 | Global Pricing | Chap 2: The Global Economy  
Chap 12: Pricing for International and Global Markets | **Penultimate Draft of Group Project Due on November 2** | Talking points, presentation slides, and presentation |
| From November 6 | Feedback on penultimate draft | | Feedback on penultimate draft  
On Nov 9 | |
| From November 13 | Dragon Den 1 | | | Dragon Den 1 |
| From November 20 | **Thanksgiving**  
No class, project work outside class | | | |
<table>
<thead>
<tr>
<th>From</th>
<th>Dragon Den 2</th>
<th>Summing Up</th>
<th>Group Project including team evaluation Due on December 7</th>
<th>Final Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 27</td>
<td></td>
<td>Exam Overview Course evaluation</td>
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<tr>
<td>December 4</td>
<td><strong>Summing Up</strong></td>
<td>Group Project including team evaluation Due on December 7</td>
<td>Final Project</td>
<td></td>
</tr>
<tr>
<td>December 11</td>
<td>Final Exam</td>
<td>Exam period is between (December 13, Wed to December 20, Wed)</td>
<td>The day of the exam will be designated by the University official exam schedule online, more information will be provided during the final exam overview</td>
<td></td>
</tr>
</tbody>
</table>
Appendix: Undergraduate Program Learning Goals

Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.

Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

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