MKTG 407 SYLLABUS
Spring 2020

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: Marketing Faculty on-campus office in ENT 175
Office hours: 3:45 – 4:15 pm, R, and by appointment only

Contact:
Please contact me via email in the first instance.
For emergency, please leave a message at (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 80366, MKTG 407-001. 4:30 – 7:10 pm, R, Exploratory Hall L003
Course Materials

There is no recommended text for this course. We will be using a course pack instead.

You will need to purchase the course pack for the cases and readings that will be used for your quizzes and class discussions. The Course Pack Title: MKTG 407 Global Marketing Spring 2020 from Harvard Business Publishing.

You will need register as a student user in Harvard Business Publishing first. This link tells you more about student registration and course purchase:

To purchase and access your course pack online, you will need this unique link to access the coursepack:
https://hbsp.harvard.edu/import/639706

To receive help when placing an order for course materials:

U.S./Canada: (800) 545-7685
E-mail: custserv@hbsp.harvard.edu.

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 considering 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:

<table>
<thead>
<tr>
<th>Exams and Quizzes:</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>100 points</td>
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<tr>
<td>Final Exam</td>
<td>200 points</td>
</tr>
<tr>
<td>Quizzes</td>
<td>300 points</td>
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<table>
<thead>
<tr>
<th>Project and Presentation:</th>
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<tbody>
<tr>
<td>Final Report</td>
<td>400 points</td>
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<tr>
<td>1000 points</td>
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</table>
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>
</tr>
</thead>
<tbody>
<tr>
<td>940 – 1000</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>900 – 939</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>870 – 899</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>830 – 869</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>800 – 829</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>770 – 799</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>700 – 769</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>600 – 699</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>Below 600</td>
<td>F</td>
<td>0.0</td>
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</table>

**Examination**

There will be two exams. The exams are online, and open book. The exams will consist of multiple choices questions. The exams will cover the course 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**

The class will be divided into groups. You will form a group of 4 members, including yourself. 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 penultimate draft 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.

Teamwork 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. All work must be completed by the last day of class.

**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 always 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 an 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

<table>
<thead>
<tr>
<th>Type of Violation</th>
<th>First Offense</th>
<th>Second Offense</th>
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</thead>
<tbody>
<tr>
<td>Plagiarism</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>
</tr>
<tr>
<td>1. Failure to cite/attribute sources</td>
<td></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>Cheating</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>1. On a minor assignment (e.g., homework, quizzes)</td>
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<tr>
<td>2. Cheating on a major assignment or exam, submitting course work from another course as original work</td>
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<tr>
<td>Lying (e.g., providing fraudulent excuse documents, falsifying data)</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>Eggerous Violation (e.g., stealing an exam; submitting coursework from another class as original work across classes)</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>
</tr>
</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/.

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/). 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 can 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 January 20</td>
<td>Introduction to Global Marketing; syllabus; Group Project; Group Formation</td>
<td>Read Syllabus and Group Project</td>
<td></td>
<td>Group Formation</td>
</tr>
<tr>
<td>From January 27</td>
<td>Understanding the Global Economy and Transformation</td>
<td>Economic Outlook S.E. Asia, China and India</td>
<td></td>
<td>Group Proposal (Proposal, contract &amp; schedule)</td>
</tr>
<tr>
<td>From February 3</td>
<td>Defining Global Problem and unique value proposition</td>
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<td></td>
<td></td>
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<tr>
<td>From February 10</td>
<td>Understanding the Global Marketing Trends</td>
<td>Digital Marketing Trends in 2019</td>
<td>Case 1: A new look at faith-based marketing: The global halal market</td>
<td>Global Problem and Unique Value Proposition due to group</td>
</tr>
<tr>
<td>From February 17</td>
<td>Analyzing Global Opportunities and Destination Market</td>
<td>Credit Suisse Emerging Consumer Survey 2019</td>
<td>Case 2: China’ “Furious Five” Smart Phones</td>
<td>Destination Market Analysis and competitor analysis due to group</td>
</tr>
<tr>
<td>From February 24</td>
<td>Marketing Objectives, competitor analysis, Segmentation, targeting segments, and positioning</td>
<td></td>
<td>Case 3: Daytwo – Going to Market with Gut Microbiome</td>
<td>Midterm Exam overview</td>
</tr>
<tr>
<td>From March 2</td>
<td><em>Midterm Exam</em></td>
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<tr>
<td>From March 9</td>
<td><em>Spring Recess</em></td>
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<tr>
<td>From March 16</td>
<td>Global marketing mix strategies I: Global Product Global Promotion</td>
<td>Barilla Pasta’s Turnaround from Homophobia to National Pride</td>
<td>Case 4: Accor Hotel and the Digital Transformation</td>
<td>Segmentation, Targeting, and Positioning due to group</td>
</tr>
<tr>
<td>From March 23</td>
<td>Global marketing mix strategies II: Global Distribution Global Pricing</td>
<td>Marketing Across Borders – It’s a Big, Big World</td>
<td>Case 5: AmorePacific Hong Kong: Marketing Korean Beauty Products</td>
<td>Marketing Mix Strategies due to group</td>
</tr>
<tr>
<td>From March 30</td>
<td>Developing Global Market Entry Strategies</td>
<td>Target Markets and Modes of Entry</td>
<td>Case 6: A Tale of Two Ecosystems: E-payment in China and Singapore</td>
<td>Market Entry Strategies due to group</td>
</tr>
<tr>
<td>From April 6</td>
<td>Establishing value: Investment opportunity, financials &amp; financing round and exit strategy</td>
<td>Raising Startup Capital</td>
<td>Case 7: Seeking funding in order to sell - Crowdfunding as a marketing tool</td>
<td>Establishing Value due to group</td>
</tr>
<tr>
<td>From April 13</td>
<td><strong>Work on Project Outside class</strong></td>
<td></td>
<td></td>
<td>Penultimate Draft due on Thursday April 16 by 11:59 pm</td>
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<tr>
<td>From April 20</td>
<td>Feedback on penultimate draft</td>
<td></td>
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<tr>
<td>From April 27</td>
<td><strong>Summing Up: Final Exam Overview and Course Evaluation</strong></td>
<td></td>
<td></td>
<td>Final Group Project including team evaluation due on Thursday, April 30 by 11:59 pm</td>
</tr>
<tr>
<td>From May 4</td>
<td><strong>Final Exam</strong></td>
<td></td>
<td>Dates to be announced during Final Exam overview</td>
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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.

Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contribute to knowledge and how such research is conducted.