

**Sem:** SP 2024    **Class Day/Time:**  
Tue/Thur 3:55p-5:15p

**Room:** Hitchcock 30

**Instructor:** Vandana Agrawal

**E-mail:** [Agrawal.55@osu.edu](mailto:Agrawal.55@osu.edu)

**Office Hours:** By request

**Course Description:** The purpose of this course is to build a global mind-set and develop foundational knowledge during 7 weeks of in-class instruction and professional field exploration in London, UK. Students will gain an understanding of the components, frameworks, tools, and tradeoffs required for planning and managing global marketing projects.

**Course Objectives:** By the end of the course, you will be able to:

- Identify the challenges and opportunities that exist in a globalized business environment
- Contrast cultural differences between US/UK businesses and understand their impact in strategy development
- Understand how culture and society shape UK consumer wants and needs
- Identify the unique challenges facing companies operating in the UK

**Course Materials:** There are no required textbooks for this course

**Course Format / Mode of Delivery:** This class meets **in-person** once a week for the first half of the semester, followed by a Study Abroad/Lab in London. Students are expected to attend **ALL** scheduled lectures and all presentations. This includes the “Lab” portion of the course (e.g., missing site visits while in country is unprofessional and unacceptable).

**Credit hours and work expectations:** This is a **1.5-credit-hour course**. According to [Ohio State policy](#), students should expect 1.5 hours per week of time spent on direct instruction (e.g., instructor content, Lab activities, project development, etc.) in addition to 3 hours of homework (reading and assignment preparation, for example) to receive a grade of (C) average.

**Pre-Requirements:** BUSML 3250 and BUSMHR 2292

**Evaluation Criteria:**

Graded Components	% of Total	Type
PEST Assessments	30%	###
Reflection Paper	20%	†
Class Participation	20%	†
Brand Spotlight	20%	###
Attendance	10%	†

**Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.**

**Independent Work [ † ]:** Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

**Collaboration Required [ ### ]:** An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

## **GRADED COMPONENTS DETAILS**

### **PEST Assessments (30% of total grade)**

You will work in teams to study and understand the market's political, economic, socio-cultural, and technological elements AND apply those learnings to the current marketing environment. Students will prepare a PowerPoint, as well as present their work to the class. Each assignment will have a deliverable guide with a grading rubric.

1. Political Analysis
  - a. Understand political aspects of England including the general political system, the regulatory environment and how it relates to U.S. firms, taxes, and how these impact marketing activities.
2. Economic / Technological Analysis
  - a. Understand the economic and technological aspects of England including the per capita and average household incomes, the general state of the economy, openness to foreign investment, customs regulations and tariffs, trade agreements, and how these aspects impact marketing activities.
3. Socio-Cultural Analysis
  - a. Understand cultural elements of England including the languages spoken, religions practiced, specific customs and business practices, and how these aspects impact marketing activities.

### **Reflection Paper (20% of total grade)**

Each student will submit a Personal Reflection Paper at the beginning and end of the semester, after returning from the in-country visit. This paper will include the student's take-always from the course as a whole, along with key learnings and applications based on the overall program experience. Details are included in the assignment information on Carmen.

### **Class Participation (20% of total grade)**

The participation aspect of the grade will be an overall assessment of your contribution to the class discussions. Student contribution will be tracked throughout the course so I will look at quantity and quality of contribution. Participation does not mean say something for the sake of talking. It will be the instructor's discretion whether the student contributed value to the overall discussion.

Not everyone likes to participate in the same way, so you can participate in various ways. You don't have to complete all types each week but they are available if you so choose. It is important to note – Class Discussion is the most important as this is essential to fostering discussion, verbal communication skills and collective learning.

1. **Class Discussion:** Each week we'll be discussing various topics and listening to teams present. Students should prepare to provide perspectives on the material and ask questions to deepen engagement. During the in-country visit, this will be measured by the student's attention and engagement during the organized visits. Asking questions of speakers, demonstrating curiosity for the material presented, participation in daily wrap ups are all ways to show engagement while in-country.
2. **Extra Extra!** Marketing is happening every moment, as well as new developments occurring in England as we meet. **Each team is required to prepare one News Update and present it in class.** The grade will be part of your overall Class Participation grade. You are also encouraged to participate in other teams' presentations through questions or comments. Details are included in the assignment information on Carmen.
3. **WIIFMs:** It's important to identify key class concepts that you can apply in your daily lives. The WIIFM is a quick written assignment at the end of each week to be submitted in Carmen that shares your takeaways and how you'll be applying them. (Note: the highest score possible on a WIIFM is a 3. If you participate in class and complete a WIIFM, I look at the participation as a whole, with the max score being a 4.)

The below guidelines are provided to assist you in understanding how class participation will be graded. Note that class participation should not be confused with class attendance. Merely attending class will not lead to a strong class participation grade. To accomplish the latter, it will be necessary to be consistently and actively be engaged in the class discussions and be a leader in many of these discussions.

Participation Grade = 4: A consistent leader in class discussions who regularly makes strong contributions by making insightful comments that reflect a thorough analysis of the articles and other enrichment material under consideration in this class – comments that advance our understanding of the topics under consideration.

Participation Grade = 3: Contributes fairly regularly to class discussion making insightful comments that reflect a careful reading of the articles under consideration in the class.

Participation Grade = 2: Contributes to class discussion with reasonable comments that follow from the prior

discussion but does not contribute as frequently or consistently as others.

Participation Grade = 1: Infrequent comments or comments that often don't appear to be based on readings.

Participation Grade = 0: Very few or no contributions to the class discussion.

### Attendance (10% of total grade)

Attendance of the class lectures is crucial and will be tracked. Due to the nature of the course, any absence from class will impact your attendance score (barring an excused absence for which the instructor has given express, written approval). Students are expected to attend **ALL** scheduled lectures and presentations, including the "Lab" portion of the course (e.g., missing site visits while in country is unprofessional and unacceptable). **Missing any elements of the in-country scheduled events, without an excused absence from the instructor or resident director, may result in an immediate drop by one letter grade.**

- A required part of the Attendance grade is to prepare a Visit Preview of a company we will visit in-country and present it in class. Details are included in the assignment information on Carmen.

### Brand Spotlight (20% of total grade)

You will evaluate a quintessential British brand to understand their strategy, target customer, positioning, competitors and execution of the 4Ps. Teams will prepare a PowerPoint and may present their work to the class. A rubric can be found on Carmen.

### Grading Scale:

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Note: Above percentages are % of overall points earned

University Policies,  
Services and Resources  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



Fisher Undergraduate  
Handbook and QuickLinks  
([www.bsbalinks.com](http://www.bsbalinks.com))



Fisher Navigator  
Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



### Academic Conduct:

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct ([Section 3335-23-04\(A\)](#)) and, specifically, the sections dealing with academic misconduct.

**\*\*Note – The use of assistive/AI Technology, such as ChatGPT, is not encouraged by the Marketing Department, and thus, not permitted in this course.**

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct, please contact me.

## **Safety and health requirements:**

All teaching staff and students are required to comply with and stay up to date on all University safety and health guidance. Non-compliance will be warned first and disciplinary actions will be taken for repeated offenses.

## **Technology Policy:**

For IT help contact the Ohio State IT Service Desk [ocio.osu.edu/help](https://ocio.osu.edu/help) [servicedesk@osu.edu](mailto:servicedesk@osu.edu)

1. Required Technology Skills
  - [Navigating Carmen](#): for questions about specific functionality, see the [Carmen/Canvas Student Guide](#).
  - [CarmenZoom virtual meetings](#)
  - [Recording a slide presentation with audio narration](#)
  - [Recording, editing, and uploading video](#)
2. Required Equipment
  - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
  - Webcam: built-in or external webcam, fully installed and tested
  - Microphone: built-in laptop or tablet mic or external microphone
  - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
3. Required Software
  - [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) to find a solution.

## **Religious Accommodations:**

Our inclusive environment allows for religious expression. Students requesting accommodations based on faith, religious or a spiritual belief system in regard to examinations, other academic requirements or absences, are required to provide the instructor with written notice of specific dates for which the student requests alternative accommodations at the earliest possible date. For more information about religious accommodations at Ohio State, visit [odi.osu.edu/religious-accommodations](https://odi.osu.edu/religious-accommodations)

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## Class Schedule

Date	Topic(s)	Preparation/Deliverable
WK 1: 1/9	Class Introduction Britain Basics	Personal Reflection Intro
WK 2: 1/16	Economic & Technological Environment	Refer to Weekly Agenda
WK 3: 1/23	Political Environment	Refer to Weekly Agenda
WK 4: 1/30	Socio-Cultural Environment	Refer to Weekly Agenda
WK 5: 2/6	How to Go Global 1	Refer to Weekly Agenda
WK 6: 2/13	How to Go Global 2	Refer to Weekly Agenda
WK 7: 2/20	Trip Prep	Refer to Weekly Agenda
WK8: 2/27	TBD	TBD
March 8-16	Trip to London	