



Sem: SP 2024

Class Day/Time:

Room: Gerlach 355

Tue/Thur 12:45p-2:05p (5106)

Tue/Thur 2:20p-3:40p (35518)

Instructor: Vandana Agrawal

E-mail: Agrawal.55@osu.edu

Office Hours: By request & Thursday mornings (notify in advance)

Course Description: In today's global marketplace, traditional domestic marketing is a thing of the past. If you're not thinking globally your competitors probably are, and a weak understanding of the broader global environment could quickly render your company obsolete. International Marketing will help you appreciate the broader global business landscape and allow you to develop the skills necessary to win in an ever-changing global environment. You'll work as a team and learn how to evaluate economic, cultural, category and competitive dynamics in developing a winning global business strategy.

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

- (1) Understand the issues and challenges that international marketers face
- (2) Evaluate the economic, cultural, and competitive dynamics of global markets
- (3) Translate global market assessments into differentiated global marketing strategy
- (4) Create well-defined action plans to achieve global marketing success

Course Materials: Textbook available via CarmenBooks

- **Textbook:** Global Marketing 10th Edition, Keegan and Green
- **Online Platform:** Pearson MyLab (Required)

Your coursework fee for the semester included access to the platform. Within Carmen, use the "MyLab and Mastering" tab and follow the prompts. Please let me know if you run into any issues.

Course Format / Mode of Delivery: This class meets **in-person** twice a week. Students will be asked to be familiar with the related chapters before class to allow for discussion and engagement during class. This will allow for more of an active learning experience in the classroom. In addition, I will also reserve some class time for group work in several classes so you can work on your group project. Should in-person classes be canceled, we will meet virtually via Zoom during our regularly scheduled time. I will share any updates via e-mail.

Pace of activities: This course is divided into **weekly modules** that are released ahead of time. The work in each module should be completed **before** that day's class. The first page in each module is the "ROADMAP" page which lays out the activities to be completed that week. The pages that follow the Roadmap in each module are all the weekly activities you need to complete. ****Note:** We will have 3 Guest Lecturers throughout the semester – you will be expected to put away all electronics during this time.

Evaluation Criteria:

| Graded Components | % of Total | Type |
|---|------------|---------|
| Global Market Assessment | 30% | 👤👤👤 |
| Final Marketing Plan | 20% | 👤👤👤 / 👤 |
| Class Participation (incl. required Case Study & Personal Reflection Paper) | 20% | 👤 |
| MyLab Quizzes and Assignments | 10% | 👤 |
| Peer Evaluation | 10% | 👤 |
| 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

Global Market Assessment (30% of total grade)

You will work in teams of 5-6 that will be formed during the first class (you will form your own teams). All teams will work on the same company, but each team will be randomly assigned a specific country for which you will perform an in-depth analysis of the international marketing opportunity (business will be shared in class).

The global market assessment will comprise of several steps, each having separate deliverables throughout the semester (refer to course schedule for due dates of each analysis). Each deliverable has a deliverable guide attached to the Carmen assignment which provides the specific focus areas. The final deliverable will consist of the overall Marketing Plan, which will include summaries of each analysis along with your overall recommended action plan. The format for all written deliverables will be PDFs. **Late assignments will be given a 20% grade reduction if turned in late by 5p on the day after they are due; after that, they will receive a zero (Quizzes are an exception and must be completed by the stated due date/time to receive credit).**

Major components of the Global Market Assessment:

1. Economic / Trade Analysis
 - a. Help your company understand economic and trade aspects of your assigned country including the per capita and average household incomes within the regions, how income is distributed across regions, the general state of the economy, openness to foreign investment, customs regulations and tariffs, trade agreements, and how these aspects impact marketing activities within the region.
2. Cultural / Political Analysis
 - a. Help your company understand cultural and political aspects of your assigned country including the languages spoken, religions practiced, specific customs and business practices, the general political system, the regulatory environment and how it relates to U.S. firms, taxes, and how these aspects impact marketing activities within the region.
3. Category / Competitive Analysis
 - a. Help your company understand the category and competitive dynamics within your assigned country including the category definition, category financial assessment, target customers, direct and indirect competitors, competitive positioning, and how these aspects impact marketing activities in the region.

Final Marketing Presentation (20% of total grade)

- a. Based on all of the above analysis, what's the best way for your company to enter the market. What type of global market-entry strategy should they use, and what strategic decisions do you recommend across the marketing mix (4Ps)? Make sure to connect all the dots of your recommendations to the insights you gathered from your analysis.

Groups will present their overall marketing plan to the entire class (and certain guests). Each group will have a total of 16 minutes total to present, including Q&A. Presentations will be graded on both the presentation effectiveness and content. A rubric can be found 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 be able to quantify the overall contribution of each student – both through 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 for the Participation Grade as this is essential to fostering discussion, verbal communication skills and collective learning.

1. **Class Discussion:** Each week we'll be discussing the week's reading and the weekly assignment (i.e. case study or other assignment). Students should prepare to provide perspectives on the material and applications to real life. I will occasionally use cold calling to drive discussion and introduce diverse perspectives.
2. **Case Study Presentation:** Each chapter has a Case Study that we will discuss. **Each student is required to prepare at least one Case Study and, depending on the week, may be randomly selected to lead the class discussion for that case.** The grade will be part of your overall Class Participation grade. A separate Guide is available on Carmen.
3. **Reflection Paper:** Each student will submit a Personal Reflection Paper at the end of the semester. This paper will include the student's take-aways from the course as a whole, along with key learnings and applications

- based on the overall project experience. Details are included in the assignment information on Carmen.
4. **WYKATs:** Marketing is happening every moment around the world, and you will have the opportunity at the beginning of most classes to bring an example of international marketing and how the class concepts relate.
 5. **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 calls out 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 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 or related to the discussion topics/prompts.

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/discussion/prompts.

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

MyLab Reading Quizzes (10% of total grade)

One of the key learning tools in this class is MyLab by Pearson (the publisher of our textbook). All chapters will have a quiz meant to test your understanding of the text and ensure that you are prepared for class discussion. You will see these assignments in your weekly modules.

Peer Evaluation (10% of total grade)

Team collaboration and participation is an important element of any project and will affect the quality of final deliverables. Each team member will provide a performance evaluation of the other members (template is posted on Carmen). Lack of effort and contribution to the project by a team member will be reflected in the individual peer evaluations and will negatively affect that individual's overall grade for the course.

Given their importance, it is crucial that Peer Evaluation scores are determined based on objective criteria rather than personal opinion. It is normal for group members to have different approaches, personalities, and opinions so your group will need a clear framework for how you will work together and the expectations of performance. One of the first tasks your group will have will be to develop and submit a Team Charter. The performance expectations laid out in this charter will be the basis for your Peer Evaluation scores at the end of the session. **Individuals who receive less than 75% Peer Evaluation (as an average of all evaluations) will receive only 75% credit of the Group Project grades.**

Attendance (10% of total grade)

Attendance of the class lectures is crucial and will be tracked. You will be allowed one fully excused absence (prior notice and approval from the instructor) and one fully unexcused absence during the semester. If you plan/have an absence, the instructor must receive notice in advance; you may receive partial credit for attendance based upon the nature of the absence (however, you would receive no credit for participation on those days).

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



In keeping with Fisher College policy, I strive to have the average GPA for the course in the following range: UG Business Electives and Capstone Classes (3.2 – 3.6)

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 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

Class Schedule

| Date | Topic(s) | Preparation / Reading | Assignments / Activities |
|-----------------|---|---|---|
| WK 1-1: 1/9 | Class Introduction | - | Case Study |
| WK 1-2: 1/11 | What is Global Marketing E&T Analysis Intro | CH 1 (Apple) | |
| WK 2-1: 1/16 | Client Intro | - | Team Charter |
| WK 2-2: 1/18 | Economic Environment | CH 2 (Modi) | |
| WK 3-1: 1/23 | Trade Environment | CH 3 (Brexit) | |
| WK 3-2: 1/25 | Eco & Trade Analysis Working Session | - | |
| WK 4-1: 1/30 | Cultural Environment | CH 4 (Coffee) | |
| WK 4-2: 2/1 | Political Environment C&P Analysis Intro | CH 5 (Russia) | Economic & Trade Analysis Due |
| WK 5-1: 2/6 | Guest Lecture 1 | - | |
| WK 5-2: 2/8 | Market Research | CH 6 (Music) | |
| WK 6-1: 2/13 | Segmentation, Targeting, & Positioning | CH 7 (Beauty) | |
| WK 6-2: 2/15 | Cultural & Political Analysis Working Session | - | |
| WK 7-1: 2/20 | Importing, Exporting, and Sourcing Distribution Channels | CH 8 (246-254, 266-270) CH 12 (376-407, Fashion) | |
| WK 7-2: 2/22 | Market Entry Strategies C&C Analysis Intro | CH 9 (Beer) | Cultural & Political Analysis Due |
| WK 8-1: 2/27 | Guest Lecture 2 | - | Mid-point Evals Due |
| WK 8-2: 2/29 | Competitive Advantages | CH 16 (Lego) | |
| WK 9-1: 3/5 | Brand and Product Decisions | CH 10 (Google) | |
| WK 9-2: 3/7 | Client Update | | |

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|------------------|--|--|--|
| WK 10-1: 3/12 | University Closed – No Class | | |
| WK 10-2: 3/14 | University Closed – No Class | - | |
| WK 11-1: 3/19 | Category & Competition Analysis Working Session | - | |
| WK 11-2: 3/21 | Pricing Final Presentation Intro | CH 11 (CPG) | Category & Competition Analysis Due |
| WK 12-1: 3/26 | Advertising & Promotions Sales Promotions | CH 13 (413-432, Coke) CH 14 (446-457, 460-471, Red Bull) | |
| WK 12-2: 3/28 | Guest Lecture 3 | - | |
| WK 13-1: 4/2 | Final Presentation Working Session | - | |
| WK 13-2: 4/4 | Digital Revolution | CH 15 (Africa) | |
| WK 14-1: 4/9 | Leadership and Corporate Social Responsibility | CH 17 (Unilever) | Final Presentation Rough Draft Due |
| WK 14-2: 4/11 | Final Presentation Working Session | - | |
| WK 15-1: 4/16 | Final Presentations | - | Final Presentation Due |
| WK 15-2: 4/18 | Final Presentations & Class Wrap | - | Final Peer Evals & Personal Reflection Paper Due (4/21) |