



Sem: SP 2023 **Class Day/Time:** Tue / Thu 12:45pm – 2:05pm

Room: Gerlach Hall 355

Instructor: Andrew Piletz

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Office Hours: Wed (10:30am – 12pm) / Thu (10am – 12pm)

Office: Fisher Hall 356B

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 or Global 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

The fee for your textbook is included as part of your tuition and is listed as "CarmenBooks" fee on your Statement of Account. Each person will need a unique MyLab account to complete class activities. To access MyLab you can click on the "MyLab and Mastering" tab in Carmen.

Course Format: In-Person

Mode of Delivery: This class meets in-person twice a week. Most classes will include a video lecture to watch before class followed by a live class that focuses more on discussion and engagement vs. a lecture. 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.

Pace of activities: This course is divided into **weekly modules** that are released one week ahead of time. The work in each module should be completed **before** that week's classes. For example, the Week 2 module activities should be completed before the classes during week 2. The first page in each module is the "ROADMAP (START HERE)" page which lays out the activities to be completed that week in the order you should complete them. The pages that follow the Roadmap in each module are all the weekly activities you need to complete.

Evaluation Criteria:

Graded Components	% of Total	Type
Global Market Assessment	30%	III
Final Presentation	20%	III
Class Participation	20%	I
Reading Quizzes	10%	I
Peer Evaluation	10%	I
Attendance	10%	I

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

Independent Work [I]: 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 [III]: An explicit expectation for collaboration among students either in class or outside of class (i.e. group work).

Grading Scale:

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

Note: Above percentages are % of overall points earned

**University Policies,
Services and Resources**
(go.osu.edu/UPolicies)



**Fisher Undergraduate
Handbook and QuickLinks**
(www.bsbalinks.com)



**Fisher Navigator
Resource Portal**
(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.

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 in this course, please contact me.

GRADED COMPONENTS DETAILS

Global Market Assessment (30% of total grade)

You will work in teams of 4-5 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 PowerPoint slides. Late assignments will be given a 10% grade reduction.

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 the how all of 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 all of 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 all of these aspects impact marketing activities within the region.
4. Marketing Plan Recommendations
 - 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.

Final Presentation (20% of total grade)

Groups will present their overall marketing plan to the entire class (and certain guests). Each group will have 20 minutes total to present with five minutes for Q&A. Presentations will be graded on both the presentation effectiveness and content. A rubric can be found on Carmen. Late presentations will receive a 10% deduction.

Presentations will include:

1. Summary of Economic / Trade, Cultural / Political, and Category / Competitive Analyses
2. Recommended Marketing Plan

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. To track participation, I will have a student serve in the role of "reporter" during each class. Any student who is the reporter will receive full participation credit for that day's class. Students who are interested in serving as a reporter can sign up on Carmen under the Discussions tab.

Not everyone likes to participate in the same way, so you can participate in four ways. You don't have to complete all four types each week but they are available if you so choose.

1. Class Discussion: Each week we'll be discussing the last week's reading and the weekly assignment (i.e. case study or other assignment). Students are expected to be prepared to provide perspectives on the material and applications to real life. I will occasionally use cold calling to stimulate discussion and introduce diverse perspectives.
2. What's New(s): Marketing is happening every moment around the world, and you will have the opportunity at the beginning of each class to bring an example of international marketing and how the class concepts relate. Students get double participation credit for sharing "What's New(s)".
3. Online Discussion Boards: There will be weekly discussion boards where we can carry the conversation through the week as you have reflections on our discussions or additional points you would like to share.
4. One-Minute Takeaways (OMTs): It's important to identify key class concepts that you can apply in your daily lives. The OMT is a one-minute written assignment at the end of each class to be submitted in Carmen that calls out your one takeaway and how you'll be applying it.

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 = A:

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 = B:

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

Participation Grade = C:

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 = D:

Infrequent comments or a tendency to make comments that do not appear to be based on readings.

Participation Grade = E:

Very few or no contributions to the class discussion.

MyLab Reading Quizzes and Assignments (10% of total grade)

One of the key learning tools in this class is MyLab by Pearson (the publisher of our textbook). Most weeks will have a quiz or mini-simulation or video assignment 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 grade.**

The template for the Team Charter will be posted on Carmen. An electronic version along with a printed & signed version of your final charter must be submitted in Carmen (check Carmen for specific due date).

Attendance (10% of total grade)

I will track your attendance in class using Top Hat. Please make sure that you install Top Hat for our class. This portion of your grade will be calculated as the total number of classes attended divided by the total number of classes in the semester. You will receive three free missed classes, but any additional missed classes will lower your attendance grade. Please review your attendance on Top Hat after our class to validate that they are accurate.

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) and IT support staff will work out a solution with you.

Class Schedule

Date	Topic(s)	Preparation / Reading	Assignments / Activities
WK 1: 1/10/23	Class Introduction		- Refer to Roadmap
WK 1: 1/12/23	Global Market Assessment Introduction		- Refer to Roadmap
WK 2: 1/17/23	What Is Global Marketing	Chapter 1	- Refer to Roadmap
WK 2: 1/19/23	Economic Environment	Chapter 2	- Refer to Roadmap
WK 3: 1/24/23	Trade Environment	Chapter 3	- Refer to Roadmap
WK 3: 1/26/23	Cultural Environment	Chapter 4	- Refer to Roadmap
WK 4: 1/31/23	Political Environment	Chapter 5	- Refer to Roadmap
WK 4: 2/2/23	Economic & Trade Analysis Working Session		- Refer to Roadmap
WK 5: 2/7/23	Guest Lecturer #1		- Economic & Trade Analysis Due
WK 5: 2/9/23	Importing, Exporting, and Sourcing	Chapter 8	- Refer to Roadmap
WK 6: 2/14/23	Market Entry Strategies	Chapter 9	- Refer to Roadmap
WK 6: 2/16/23	Segmentation, Targeting, and Positioning	Chapter 7	- Refer to Roadmap
WK 7: 2/21/23	Brand and Product Decisions	Chapter 10	- Refer to Roadmap
WK 7: 2/23/23	Cultural & Political Analysis Working Session		- Refer to Roadmap
WK 8: 2/28/23	Guest Lecturer #2		- Cultural & Political Analysis Due
WK 8: 3/2/23	Marketing Communications	Chapter 13	- Refer to Roadmap

WK 9: 3/7/23	Marketing Communications	Chapter 14	- Refer to Roadmap
WK 9: 3/9/23	Pricing	Chapter 11	- Refer to Roadmap
WK 10: 3/14/23	NO CLASS: SPRING BREAK		
WK 10: 3/16/23	NO CLASS: SPRING BREAK		
WK 11: 3/21/23	Category & Competition Analysis Working Session		- Refer to Roadmap
WK 11: 3/23/23	Guest Lecture #3		- Category & Competition Analysis Due
WK 12: 3/28/23	Distribution Channels	Chapter 12	- Refer to Roadmap
WK 12: 3/30/23	Digital Revolution	Chapter 15	- Refer to Roadmap
WK 13: 4/4/23	Competitive Advantages	Chapter 16	- Refer to Roadmap
WK 13: 4/6/23	Leadership	Chapter 17	- Refer to Roadmap
WK 14: 4/11/23	Working Session & Class Wrap		- Refer to Roadmap
WK 14: 4/13/23	Prep for presentations		- Refer to Roadmap
WK 15: 4/18/23	Final Presentations		Final Presentation Due
WK 15: 4/20/23	Final Presentations		