



Sem: AU25

Class Day/Time:

Room: Mason 405

Mon/Wed 9:35-10:55a (2757)

Mon/Wed 11:10-12:30p (2844)

Instructor:

Vandana Agrawal

E-mail:

Agrawal.55@osu.edu

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 11th 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 Carmen.

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 2 Guest Lectures 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 4-6 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 on the day 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 the client 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 the client 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 the client 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 the client 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). 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. 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, content, case study or other assignments. 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. **WYKATs:** Marketing is happening at all times around the world, and you will have the chance at the beginning of most classes to bring a current example of international marketing and how class concepts relate. This allows you to prep a short verbal contribution prior to class starting.
3. **WIIFMs:** Having some time to reflect on the course discussion/content may lead to additional thoughts or learnings. The WIIFM is a quick written assignment at the end of most weeks to be submitted in Carmen that describes your takeaways and how you may apply them. (Note: the highest score possible on a WIIFM is a 2. If you participate in class and complete a WIIFM, I look at the participation as a whole, with the max score being a 4.)

4. Case Study Presentation Each chapter has a Case Study that we will discuss. **Each student is required to prepare one Case Study and may be randomly selected to lead the class discussion for that case.** The grade will be part of your overall Class Participation grade, and you must be present in class on the day your case is discussed. A separate Guide is available on Carmen.
5. Reflection Paper: Each student will submit a Personal Reflection Paper at the end of the semester. This paper will include the student's takeaways 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.

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 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 don't appear to be based on readings/discussion/prompts.

Participation Grade = 0: 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 two absences during the semester (sick, interviews, work schedule, mental health time, personal conflict, etc) – you do not need to notify the instructor for these absences. **ANY** additional absences will impact your grade (barring emergency/extenuating circumstances, which must be communicated, in writing, to the instructor as soon as possible) Note: Missing more than 50% of classes may result in your final grade being dropped by a letter grade.

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%	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. The instructor DOES NOT change grades (except for clerical/math errors). Students may appeal, and the instructor will consider the appeal carefully and fairly, but this does not guarantee a change in the grade (note: if changed, **their grade may go up or go down** based on the re-evaluation). Appeals must be made **in writing** via email within 2 days of students receiving the grade. Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by .01%, the grade stands. The BSBA program set a **GPA range of 3.1-3.6** in all business elective classes.

Class Schedule

Date	Topic(s)	Preparation / Reading	Assignments / Activities
WK 1-1: 8/27	Class Introduction	Syllabus, Carmen, Pearson, TopHat	
WK 2-1: 9/1	Labor Day – No Class		
WK 2-2: 9/3	What is Global Marketing E&T Analysis Intro	CH 1 (McDonald's)	Team Charter
WK 3-1: 9/8	Library Resources Economic Environment E&T Planning Session	CH 2 (India)	
WK 3-2: 9/10	Client Intro Trade Environment	CH 3 (Brexit)	
WK 4-1: 9/15	E&T Analysis Touchbase & Working Session	-	
WK 4-2: 9/17	Cultural Environment	CH 4 (Coffee)	
WK 5-1: 9/22	Guest Lecture	-	Economic & Trade Analysis Due
WK 5-2: 9/24	Political Environment C&P Analysis Intro	CH 5 (Russia)	
WK 6-1: 9/29	Market Research C&P Planning Session	CH 6 (Tik Tok)	
WK 6-2: 10/1	Segmentation, Targeting, & Positioning	CH 7 (Beauty)	
WK 7-1: 10/6	Importing, Exporting, and Sourcing Distribution Channels	CH 8 (Intro, 8-1, 8-2, 8-3, 8-9) CH 12 (Intro, 12-1, 12-3, 12-4, Fast Fashion)	Mid-point Evals Due
WK 7-2: 10/8	Market Entry Strategies C&C Analysis Intro	CH 9 (Beer)	
WK 8-1: 10/13	C&P Analysis Touchbase & Working Session	-	
WK 8-2: 10/15	Asynchronous Assignment	-	Cultural & Political Analysis Due
WK 9-1: 10/20	Competitive Advantages C&C Analysis Intro	CH 16 (Lego)	
WK 9-2: 10/22	Presentations C&C Planning Session		Team Cultural Presentations
WK 10-1: 10/27	Brand and Product Decisions	CH 10 (EV)	

WK 10-2: 10/29	Pricing	CH 11 (LVMH)	
WK 11-1: 11/3	C&C Analysis Touchbase & Working Session	-	
WK 11-2: 11/5	Advertising	CH 13 (Adidas)	
WK 12-1: 11/10	Promotions Marketing Plan Intro	CH 14 (Formula 1)	
WK 12-2: 11/12	Guest Lecture	-	Category & Competition Analysis Due
WK 13-1: 11/17	Digital Revolution Marketing Plan Planning Session	CH 15 (ChatGPT)	
WK 13-2: 11/19	Marketing Plan Touchbase & Working Session	-	
WK 14-1: 11/24	Marketing Exercise	-	
WK 14-2: 11/26	Thanksgiving Break – No Class		
WK 15-1: 12/1	Leadership and Corporate Social Responsibility	CH 17 (Unilever)	Mktg Plan Rough Draft Due
WK 15-2: 12/3	Marketing Plan Touchbase & Working Session	-	
WK 16-1: 12/8	Final Presentations		Mktg Plan Due
WK 16-2: 12/10	Final Presentations & Class Wrap		Final Peer Evals & Personal Reflection Paper Due

Additional Course Policies

Use of AI: Use of artificial intelligence (AI)-powered programs, including but not limited to ChatGPT/Canva tools, for course assignments must be first discussed and permitted by the faculty instructor. In general, AI is **NOT PERMITTED** for this course, with the exception of creative design assistance for your final project, which the instructor will discuss in class.

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy

Course Technology:

For IT help, contact the Ohio State IT Service Desk at ocio.osu.edu/help or servicedesk@osu.edu

1. Baseline technical skills for online courses:
 - a. Basic computer and web-browsing skills.
 - b. Navigating Carmen.
2. Required technology skills:
 - [CarmenZoom for virtual meetings.](#)
 - [Recording a slide presentation with audio narration.](#)
 - [Recording, editing, and uploading video.](#)
3. 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 microphone, 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.
4. Required software:
 - a. [Microsoft Office 365](#). All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. Carmen Access:
 - a. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you can connect to Carmen at all times, it is recommended that you take the following steps:
 - i. Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
 - ii. Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the "text me new codes" button that appears. This will text you ten (10) passcodes good for 365 days that can each be used once.
 - iii. Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

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

Additional University Policies and Resources

You can find a list of university policies and resources at go.osu.edu/UPolicies, but here are a few important ones.

Academic Misconduct

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 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. You can also review these resources:

- [Committee on Academic Misconduct](https://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](https://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](https://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, [on-demand mental health resources](https://go.osu.edu/ccsondemand) (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at [614- 292-5766](tel:614-292-5766). **24-hour emergency help** is available through the [National Suicide Prevention Lifeline website](https://www.nationalsuicidepreventionlifeline.org) (suicidepreventionlifeline.org) or by calling [1-800-273-8255\(TALK\)](tel:1-800-273-8255). [The Ohio State Wellness app](https://go.osu.edu/wellnessapp) (go.osu.edu/wellnessapp) is also a great resource.

Religious Accommodations

Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential.

If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the [**Office of Institutional Equity**](#).

Disability Statement

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu. or in person at 98 Baker Hall, 113 W. 12th Ave.

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

- Online reporting form at equity.osu.edu,
- Call 614-247-5838 or TTY 614-688-8605,
- Or email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.