

# MKTG 2150

## GLOBAL MARKETING

WINTER 2015 – (Tuesday/Thursday course)

**--FIRST DAY HANDOUT--**

**Instructor:** Joe Rice  
**Office:** A-212  
**Fax:** **586-286-2038**  
**Voice Mail:** **586-286-2040** (please leave a complete message.)  
**E-Mail:** ricej@macomb.edu (please put "MKTG 2150" in subject line)

**Course Times:** MKTG 2150-C1601 Tue/Thu 9:30-10:55am A-214

### Office Hours:

Mondays	10:15 – 11:00a	A-212
Tuesdays	9:00 – 9:30a 11:00a – 12:30p	A-212 A-212
Wednesdays	10:15 – 11:00a	A-212
Thursdays	9:00 – 9:30a 11:15a – 12:15p	A-212 CC Learning Center - Tutoring

### Course Description:

This course explores the many facets of marketing in an increasingly global society. Students will build on basic marketing skills and knowledge to analyze the global environment and design a global marketing program focused on targeting consumers and identifying opportunities to develop business in an era of heightened multiculturalism.

### Course Objectives:

#### Upon completion of MKTG 2150, students will:

- be able to evaluate the global marketing environment.
- be able to describe and determine a target market for whom global marketing strategies will be developed.
- be able to design a global marketing plan which appropriately covers each element of the marketing mix from a global perspective.

### Required Materials:

The following are required for MKTG 1010:

- TEXTBOOK: **Global Marketing (Custom Macomb Community College Edition)**. Pearson Education. ISBN – 9781269779012.
- ONLINE SIMULATION: **CountryManager** by Interpretive Simulations via Pearson Education. ISBN - 9780136075127.
- SCANTRONS: Need 2 to complete course exams.

### Methods of Instruction:

The following will be used:

- Lecture
- Discussion
- In-class assignments
- Team participation
- Computer simulation
- Web-based assignments
- Case analysis
- Video examples

# **CLASSROOM POLICIES:**

**Student Conduct:** A student's behavior at the College must comply with educational processes, should not disrupt teaching, learning, or the orderly conduct of business. Any misconduct that interferes with the educational mission of the College is a serious offense for which the student will be subject to disciplinary action by the teacher and/or other College personnel.

- A. No person shall conduct themselves in such a way as to deprive others of an orderly atmosphere for study.
- B. Each student is expected to comply with the classroom regulations of an individual teacher as established by the teacher in writing at the beginning of the term.

## **Integrity of Academic Work:**

Any violation of academic integrity is a serious offense for which the student will be subject to grading sanctions up to and including failure in the class involved. Grading sanctions will be administered by the teacher. In addition, the student will be subject to additional disciplinary action by the College.

- A. No student shall cheat on an examination or other academic assignment.
- B. No person or persons shall procure or furnish in any unauthorized manner any piece or pieces of writing, which can be shown by competent authority to contain questions and/or answers to an examination scheduled for some subsequent date to any individual or group enrolled in any course of study offered by the College.
- C. The unauthorized possession of any of the aforesaid writings shall be considered evidence of an attempt to violate the provisions of Section A.
- D. No person shall allow another to take an examination or complete any other academic work on the student's behalf.
- E. A person, who fails to give credit for any ideas or material taken from another for either written or oral presentation, is guilty of plagiarism. The offering of materials assembled or collected by others in the form of projects or collections without acknowledgment also is considered plagiarism.
- F. No person shall gain entry to any records or information stored in the College's computer system(s) other than those records specifically registered to that person's user identification code. This includes, but is not limited to, official College records as well as information stored by another student. Tampering shall be defined as unauthorized access to records as well as the altering of information.

## **Student Responsibilities:**

In regards to Refunds, Withdrawals, Waitlists and "I" Grades

- A. It is the responsibility of the student, not the instructor, to know the dates related to refunds or withdrawals. (visit <http://mcc.macomb.edu/policies/board/tuitionrefundpolicy.htm> for more information)
- B. It is the responsibility of the student, not the instructor, to withdraw from a class. The student should check his/her registration statement for the last date to withdraw.
- C. No student shall be permitted to sit in class unless the student is registered in that class.
- D. An "I" (incomplete) grade is reserved for situations when a student needs to complete, at most, one-fourth of the work for the term (Fall, Winter, Spring & Summer).

- E. If the student is unable to complete the term, an "I" (incomplete) grade may be recorded. The student and instructor will complete a faculty/student contract form outlining the necessary requirements needed to complete the class. Once the student completes the necessary requirements for the class, a Change of Grade form and a copy of the faculty/student contract must be submitted for the student to receive a grade greater than an "E". For those "I" (incomplete) grades that are not changed by the end of the following term, the "I" (complete) grade will default to an "E."

## **BUSINESS DEPARTMENT POLICIES:**

### **Electronic Equipment In the Classroom:**

- A. Students must turn cell phones off or to vibrate during class. Texting or receiving phone calls during class is considered a classroom disruption. Cell phones must be put away during exams, quizzes, etc. Phone calls or text messages received during exams, quizzes, etc., shall be considered evidence of cheating.
- B. Personal laptops and tablets in the classroom are to be used for class purposes only. Students using a laptop or tablet should sit in the back of the room or to the side so that the student won't distract other students. Any student using a laptop, tablet, etc. in a classroom for non-class purposes will be asked to put the laptop, tablet, etc. away. Failure to do so could lead to the student's removal from the course.
- C. Use of College computers and network in labs, classrooms, library, etc. including internet access, constitutes acceptance of the Acceptable Use of Information Technology Resource Policy. Unauthorized access is prohibited and all activity may be monitored, recorded, and disclosed to authorize personnel for official purposes, including criminal investigations.

**Testing Policy:** Exams may consist of multiple choice, short answer or essay questions, or some combination of the three. MAKEUP EXAMS are given on a case-by-case basis. If there is an unavoidable conflict, arrangements *may* be made to take an exam PRIOR to the scheduled date. If an emergency situation occurs on an exam day, you will need to contact the instructor via e-mail or phone **within 24 hours** of a missed exam in order to ***potentially*** make other arrangements to take the exam.

**Attendance Policy:** Attendance will be taken near the beginning of each class. If you are not in the classroom at the time of attendance, you will have an absence counted against you. Because of the number of in-class assignments in this course, attendance is important to your success in the class. There will not be an official "penalty" for missing class, however, you will lose in-class assignment points that **cannot be made up**.

Simply stated, you will learn more and do better if you attend all classes. That being said, emergencies happen, sickness happens, life happens!! If you are absent, it is your responsibility to obtain any handout materials. Please find someone in class to obtain information from when you are absent or you can visit the class ANGEL (Macomb's Learning Management System) website for materials you may have missed in class. Please DO NOT contact me to disclose why you are missing a ***single*** class. DO, however, contact me if you are going to miss ***more than one consecutive*** class.

Also, out of courtesy to the instructor and your fellow students, please arrive for class on time.

**Class Time:**

To make the most of our class time, please note the following

- It is assumed that you will read the assigned chapters prior to the class meeting. Although the material will be summarized, the lecture cannot be thought of as the only information that is important.
- Please act appropriately in class by being respectful of others during lectures, discussions and presentations.
- Please observe courtesy by turning off cell phones or setting them to vibrate or silent mode during class periods. Also, please **do not text message or surf the internet** during class time.
- You may be asked to leave class if you behave in an inappropriate manner.

**Student Responsibility  
For Special****Service Needs:**

It is the responsibility of the student, not the instructor, to obtain proper documentation for any special service needs the student requires. The instructor must receive this documentation during the first week of the course and/or prior to any tests, quizzes, etc.

**Reservation  
of Right:**

A student may be held accountable to other college policies not listed in the above sections. Please refer to the College website for those policies at [www.macomb.edu](http://www.macomb.edu).

# **MKTG 2150 CLASS SCHEDULE:**

<b>CLASS MEETING DATE</b>	<b>CHAPTERS DISCUSSED</b>	<b>TOPIC</b>	<b>SPECIAL NOTES</b>	<b>CLASS MEETING DATE</b>
<b>TUE 1/13</b>		Introduction to Global Marketing		<b>TUE 1/13</b>
<b>THU 1/15</b>	1-2	The Global Economic and Political Environments		<b>THU 1/15</b>
<b>TUE 1/20</b>				<b>TUE 1/20</b>
<b>THU 1/22</b>				<b>THU 1/22</b>
<b>TUE 1/27</b>	3	Social and Cultural Environments		<b>TUE 1/27</b>
<b>THU 1/29</b>				<b>THU 1/29</b>
<b>TUE 2/3</b>	4-5	Global Market-Entry Strategies		<b>TUE 2/3</b>
<b>THU 2/5</b>				<b>THU 2/5</b>
<b>TUE 2/10</b>		<b>EXAM #1 (Chapters 1-5)</b>		<b>TUE 2/10</b>
<b>THU 2/12</b>	Bonus	Global Target Markets		<b>THU 2/12</b>
<b>TUE 2/17</b>				<b>TUE 2/17</b>
<b>THU 2/19</b>	6	Brand and Product Decisions in Global Marketing	COUNTRY PROJECTS DUE	<b>THU 2/19</b>
<b>TUE 2/24</b>				<b>TUE 2/24</b>
<b>THU 2/26</b>	7-8	Pricing Decisions Global Marketing Channels		<b>THU 2/26</b>
<b>TUE 3/3</b>				<b>TUE 3/3</b>
<b>THU 3/5</b>				<b>THU 3/5</b>
<b>TUE 3/10</b>	---	<b>COLLEGE HOLIDAY</b>	---	<b>TUE 3/10</b>
<b>THU 3/12</b>	---	<b>COLLEGE HOLIDAY</b>	---	<b>THU 3/12</b>
<b>TUE 3/17</b>	9-10	Global Marketing Communications Decisions		<b>TUE 3/17</b>
<b>THU 3/19</b>				<b>THU 3/19</b>
<b>TUE 3/24</b>			POSTER PROJECTS DUE	<b>TUE 3/24</b>
<b>THU 3/26</b>		<b>EXAM #2 (Chapters 6-10)</b>		<b>THU 3/26</b>
<b>TUE 3/31</b>	---	<b>COLLEGE HOLIDAY</b>	---	<b>TUE 3/31</b>
<b>THU 4/2</b>	---	<b>COLLEGE HOLIDAY</b>	---	<b>THU 4/2</b>
<b>TUE 4/7</b>		SIMULATION PRACTICE – WEEK #1		<b>TUE 4/7</b>
<b>THU 4/9</b>				<b>THU 4/9</b>
<b>TUE 4/14</b>		SIMULATION PRACTICE – WEEK #2		<b>TUE 4/14</b>
<b>THU 4/16</b>				<b>THU 4/16</b>
<b>TUE 4/21</b>		SIMULATION FINALS – WEEK #1		<b>TUE 4/21</b>
<b>THU 4/23</b>				<b>THU 4/23</b>
<b>TUE 4/28</b>		SIMULATION FINALS – WEEK #2		<b>TUE 4/28</b>
<b>THU 4/30</b>				<b>THU 4/30</b>
<b>TUE 5/5</b>		SIMULATION FINALS – WEEK #3		<b>TUE 5/5</b>
<b>THU 5/7</b>				<b>THU 5/7</b>
<b>TUE 5/12</b>		SIMULATION PRESENTATIONS		<b>TUE 5/12</b>
<b>THU 5/14</b>		SIMULATION PRESENTATIONS		<b>THU 5/14</b>

## **ASSIGNMENTS / GRADES:**

<b>ASSIGNMENTS</b>	<b>POSSIBLE POINTS</b>	<b>MY POINTS</b>
COUNTRY PROJECTS	30	
EXAM #1	80	
POSTER PROJECTS	30	
EXAM #2	80	
SIMULATION ASSIGNMENTS	120	
SIMULATION PRACTICE ROUNDS	30	
SIMULATION FINAL ROUNDS	100	
SIMULATION PRESENTATION	30	
IN-CLASS ASSIGNMENTS / HOMEWORK	100	
<b>TOTALS</b>	<b>600</b>	

## **GRADING SCALE:**

<b>Grade</b>	<b>MCC Grade Definition</b>	<b>MCC Honor Points</b>	<b>MKTG 2150 Point Range</b>	<b>Business Department Grading Standard</b>
A	Excellent	4.0	552-600	>= 92%
A-		3.7	540-551	90 - 91.99%
B+		3.3	528-539	88 - 89.99%
B	Good	3.0	492-527	82 - 87.99%
B-		2.7	480-491	80 - 81.99%
C+		2.3	468-479	78 - 79.99%
C	Fair	2.0	432-467	72 - 77.99%
C-		1.7	420-431	70 - 71.99%
D+		1.3	408-419	68 - 69.99%
D	Passing	1.0	372-407	62 - 67.99%
D-		.7	360-371	60 - 61.99%
E	Fail – No Credit	0	0-359	Below 60%

# **NOTES ABOUT THE ASSIGNMENTS:**

## **Exams:**

As noted in the class schedule, there will be 2 **exams**.

- Exams will cover the material discussed in the chapters before the date of the exam.
- Exams may consist of multiple choice, short answer or essay questions, or some combination of the three.
- Makeup exams are given on a case-by-case basis. If there is an unavoidable conflict, arrangements *may* be made to take an exam PRIOR to the scheduled date. If an emergency situation occurs on an exam day, **you will need to contact me via e-mail or phone within 24 hours of a missed exam in order to potentially make other arrangements to take the exam, otherwise you will receive a "0" for the exam.**

## **In-Class**

### **Assignments:**

Throughout the semester, you will be asked to complete global marketing assignments during (or possibly outside of) class. These assignments may include case studies, online research, opinion papers, or other assignments specific to this course. You may be required to answer questions about these assignments using information from your book, your lecture notes or other outside sources.

- Specific instructions will be given to you prior to your completion of the assignments.
- These IN-CLASS ASSIGNMENTS will occur continually throughout the semester. You must be present to receive credit for IN-CLASS ASSIGNMENTS, as they cannot be made up in any circumstance.
- HOMEWORK assignments may be given and are due on the day designated in class. Any HOMEWORK turned in after the due date will be considered LATE and will AT BEST earn only ½ of the total points possible.

## **Simulation:**

You and a team of your classmates will work together to develop a marketing plan in a computer simulation exercise. More information about this project will be given in a separate instruction packet later in the course.

## **Projects:**

During the semester, you will need to complete 2 longer-term projects for the class. Each project will have its own set of instructions.

- These PROJECTS are due on the day designated in the first day handout. Any PROJECT turned in after class begins on the due date will be considered LATE and will AT BEST earn only ½ of the total points possible.
- The cutoff for LATE PROJECTS is THE BEGINNING of your next scheduled class period.

## **Plagiarism:**

You must do your own work on all assignments. You may discuss assignments with other students or instructors and get advice; however, the actual work must be your own. Students who violate this policy will be subject to receiving an "E" for the course.

## **Formatting**

### **Info:**

As this is a college business course, you are expected to turn in "professional" work. This means that not only will the content of your work be graded, the formatting, spelling and grammar will be as well. All out-of-class work that you turn in needs to be TYPED AND DOUBLE SPACED *unless otherwise noted*.

# **OTHER ITEMS OF INTEREST:**

## **Cultural Competency**

### **Certificate:**

Make your résumé stand out by completing this certificate! The cultural competency certificate is 20 contact hours or 2 CEU credits acquired through attendance at multicultural and international events, workshops, and activities at Macomb Community College. It is a non-academic certificate awarded by Continuing Education and Macomb Multicultural and International Initiatives that is intended to increase the knowledge, sensitivity, and skills in cross-cultural interactions. Its purpose is to develop global awareness and local ability in a diverse economy and world. Please visit <http://www.macomb.edu/future-students/campus-life/MMII/index.html> for the most current list of applicable events.

## **MKTG Department**

### **Website:**

<http://www.macomb.edu/future-students/choose-program/marketing/index.html>