

Florida Gulf Coast University
Lutgert College of Business
Marketing Department
MAR6158 – CRN 13826 Global Marketing
Spring 2020

Course name: Global Marketing
Course mode: Online, Respondus Lockdown Browser & Webcam are required for exams
CRN: 13826
Credit hours: 3

Instructor: Dr. Tran-Stafford, Ph.D., Assistant Professor of Marketing
Office: Lutgert Hall, 3323
Office hours: Tuesday 1:15 PM – 2:45 PM, LH 3323
Wednesday 6 PM – 8 PM., virtually
Thursday 1:15 PM – 2:45 PM, LH 3323
By appointment
Office phone: 239-590-7328
Email: Canvas

Catalog course description:

An advanced study of the process and problems associated with establishing and maintaining global marketing operations. Analytical tools available to global marketing managers will be emphasized to assess competitive alternatives to include justification of international trade, and the formulation of global marketing strategies. Cross-cultural, legal, political, ethical and environmental factors are introduced to enhance global marketing decision-making. Prerequisite: MAR 6805 (previously MAR 6815).

Purpose:

MAR 6158 is a challenging and demanding course that requires advanced preparation. The purpose of this course is to introduce students to the complex processes and problems associated with establishing and maintaining global marketing operations. Analytical tools available to global marketing managers to assess competitive alternatives and formulate global marketing strategies will be emphasized. Cross-cultural, legal, political, ethical and environmental factors are introduced to enhance global marketing decision-making.

Course learning outcomes/objectives:

Upon successful completion of this course students should be able to:

1. Identify the various global market entry strategies.
2. Develop an awareness of the social, cultural and ethical issues and implications involved in the global marketing environment.
3. Develop an awareness of the economic, political and legal challenges and implications involved in the global marketing environment.
4. Express an understanding of the tenants of global segmentation, targeting and position.
5. Develop an understanding of how organizations might use the marketing discipline to gain a competitive advantage in global markets.
6. Identify and evaluate the various intricate nuances in making product, pricing, communication and distribution strategies globally.

The following table shows the learning outcome assessments pertaining to MAR6158.

Marketing Learning Outcome Assessment

Learning Goal	Learning outcome – Graduates will be able to:	Embedded/Direct Measures			Spring	Indirect Measure
		Performance Measure	Summer	Fall		
Leadership						
Have leadership abilities	Assess leadership skills					
	Develop personal leadership plan					
Global Awareness						
Have global awareness	Evaluate the global impact of business decisions.	MAR6158, Questions embedded in exam			MAR6158, Questions embedded in exam	
	Examine the environmental impact of business decisions					
	Analyze the ethical implications of business decisions					
Strategic Perspective						
Have a strategic perspective	Synthesize interdisciplinary knowledge to make strategic decisions.					
Communication skills						
Demonstrate effective communication skills.	Demonstrate effective written communication skills					
	Demonstrate effective oral communication skills					
Critical thinking						
Critical thinking & problems solving.	Solve business problems using critical thinking skills.					

College-wide goals:

This course also contributes to the MBA program goal:

- Evaluation the global impact of business decisions.

Course materials:

Required text: Our **required** textbook is *Global Marketing Ninth Edition* by Warren J. Keegan and Mark C. Green.

You will **need the access card** to complete most online assignments.

The access card allows you to use MyLab in Pearson's digital learning environment; each week, you will complete assignments in MyLab.

You can purchase the book and access card from the FGCU bookstore or this site:

<https://www.pearson.com/store/p/global-marketing-plus-2019-mylab-marketing-with-pearson-etext---access-card-package/P100002737896>

On the site above, click on "MyLab."

Purchase **one** of the following options:

ISBN 9780135839263 includes the etext & access card.

ISBN 9780135983287 includes the etext, access card, & three-hole punched, binder ready, paper version of the textbook.

Be sure to purchase an option **with the access card**.

If you choose to purchase the book package from another retailer, it is **your responsibility to make sure that the package includes an access card to MyLab** for you to complete online assignments.

Our course ID: tran45447.

Canvas:

Course materials will be available within Canvas. You can access Canvas using the Internet at the website <https://fgcu.instructure.com/login/ldap>. The site is password protected. You can learn more about Canvas by reviewing the online material. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the Help Desk at 239.590.7100 or aetsprt@fgcu.edu.

Respondus Monitor – Remote, Online Exam Monitoring

In order to protect the integrity of online assessments that are delivered to students off site in a non-proctored location, this course may employ *Respondus Monitor* technology that will allow for the web-enabled monitoring of exams and quizzes. Students must own a computer device and an associated webcam that meet the minimum requirements of the University's standard remote monitoring system. Additional information:

- *Respondus Monitor* overview: <http://respondus.com/products/monitor/>

Note: Your face should be shown during the entire recording of your exam.

Respondus LockDown Browser – Classroom and/or Remote Online Exams

In order to protect the integrity of classroom *or* remote online exams, this course may employ *Respondus LockDown Browser* technology that will allow for the student's temporary restriction to a designated online testing website, disabling the ability to print, copy, access other applications or move to any other URL for the duration of the assessment. This technology may be used on campus in University computer classrooms *or* for remote delivery of quizzes and exams. [For online classes only: students must own a computer that meets the minimum requirements of the University's standard lock down browser application.] Additional information:

- *Respondus LockDown Browser overview: <http://respondus.com/products/lockdown-browser/>*

Respondus LockDown Browser Download Links for Students:

If you have any issues with downloading Respondus, it is your responsibility to contact the Help Desk at 239.590.7100 or aetsprt@fgcu.edu. I recommend that you download Respondus 48 hours before the exam.

Windows: <http://www.respondus.com/lockdown/download.php?id=575143555>

Mac: <http://www.respondus.com/lockdown/download.php?ostype=2&id=575143555>

Outside readings and/or journal papers:

Outside readings and journal papers will be provided as determined by the instructor. You may be required to find published readings through FGCU libraries.

Course format:

A combination of readings, articles, assignments, discussions, and exams will be used in this course.

Grading:

Exams:

Students are required to use Respondus Monitor and Respondus LockDown Browser for exams. No aids are allowed for exams. Exams must be completed on the scheduled dates; each exam will be available for 48 hours on the scheduled dates. See the schedule of this syllabus for the exact exam dates. Your face should be shown during the entire recording of your exam.

Exams will cover assigned readings, lectures, and other material covered (including articles, videos, and class discussions). You are responsible for the material even if it is **not** mentioned or emphasized. Exams are closed book and closed notes. The exams will require you to apply the concepts you have learned. Success on exams requires that you move beyond memorization to a deeper understanding and application of the material.

Make-up exams will be administered only under extreme circumstances (meaning authorized and excused absences); documentation will be required. See <http://www.fgcu.edu/Catalog/regdetail.asp?FMID=Registration+and+Records&page=9> for more information on the appropriate documentation for authorized and excused absence. Make-up exams may contain different questions and may contain only essay and short-answer questions. Make-up exams will be administered during the week of final exams at the end of the semester. Make-up exams include any exams administered outside of the dates on our course schedule. Make-up exams will not be offered due to travel reasons.

If something (extraordinary and deemed by me as an acceptable excuse) prevents you from taking an exam, you should notify me **BEFORE** the exam starts and we can make alternative arrangements. If I am not contacted in advance I will reserve the right to grant a failing grade of F for the exam.

If school is cancelled on a scheduled exam day, the exam will be administered the next scheduled school day.

Exams and exam questions are the property of the instructor/university and are not returned to students. Students are required to complete exams during the designated time allotted. Exams are closed book and closed notes. Students may not talk with anyone during the exams.

If you plan to use Adaptive Services in this course, I highly recommend you provide me with the exam forms before the end of the second week of classes. You may provide the forms to me during office hours. You must also schedule rooms with Adaptive Services immediately for all exams. If you do not follow these instructions, accommodations may not be available for your exams.

Discussions:

Online class discussions require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct (http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). You are responsible for knowing and adhering to the provided guidelines. No make-up discussions will be offered.

Assignments:

Assignments will be submitted on Canvas; it is your responsibility as a student to check Canvas for details regarding assignments throughout the semester. It is recommended that you check Canvas daily for information regarding this course and assignments. Use a planner (electronic or paper) and keep track of all due dates. Due dates will not be extended. No make-up assignments will be offered.

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment through Canvas. You will need to complete the **Verification of Attendance quiz on Canvas; check the course schedule for the due date.** You should read the syllabus before completing this.

Late work:

Assignments turned in late will earn a failing grade of zero. You should be submitting assignments on time.

Course grade:

The grade distribution* will be as follows:

<u>Description</u>	<u>Percentage</u>
Exams (2 total)	55%
Case studies (2 total)	30%
Assignments (Warm-ups, discussions, quizzes, video assignments, simulations, Verification of attendance, Canvas notifications & preferences, Practice for Exam 1, Syllabus quiz)	15%
Total	100%

*The final points for this course may vary depending on class progress and university closures. The total points will be adjusted accordingly for final course grade calculations.

Final course grades will be assigned according to the following:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76

C-	70-72
D+	67-69
D	63-66
D-	60-62
F	0-59

It is expected that grades will be assigned on a straight scale. However, curving may be undertaken if necessary.

Technical issues:

If you experience any Canvas issues, you need to contact the Help Desk <http://www.fgcu.edu/technology.asp>. If the Help Desk is not available, you need to submit a ticket (click on "help" underneath the login information on the Canvas login site) and let them know about your technology issue. I highly recommend that you work ahead of time and submit assignments in a timely manner. Technology issues and procrastination are not a good combination.

Grade appeals and incompletes:

Grade appeals:

Any exam, activity, quiz, or assignment submitted for the regrading of one part (or one question) is subject to a complete regrade. As a result, the grade may increase, stay the same, or decrease. For all grades posted on Canvas, you will have up to 2 weeks to schedule a time to meet with me regarding your grade. More than 2 weeks after the grade posting on Canvas, you will **not** be able to meet with me and **appeal** the grade for that particular exam, activity, quiz, or assignment.

Incompletes:

An "I" grade indicates that you have not completed a limited portion of the required course work due to extenuating, unforeseen circumstances (e.g., one assignment or exam due to illness or personal emergency). For more information on incomplete grades, go to <http://www.fgcu.edu/CoB/grades.html>.

Attendance:

This is a virtual course. You are responsible for checking Canvas regularly and keeping up with your coursework. I will **not** provide handouts, detailed notes, or detailed slides for any reason.

Student communications and conduct:

You are expected to act in a professional manner reflecting the norms of conduct of the corporate workplace. You are expected to conduct yourself professionally in all interactions regarding this course. **Electronic communications need to start with a greeting, and include complete sentences with correct grammar, spelling, and punctuation.** Use the **conversation function in Canvas** to contact me. Avoid emailing me from your personal email accounts; Family Educational Rights and Privacy Act (FERPA) prohibits me from emailing information about grades to accounts other than your FGCU email account.

Class discussions (including online discussions) require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct

(http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). You are responsible for knowing and adhering to the provided guidelines.

Academic behavior standards and academic dishonesty:

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of**

Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

1. Academic Dishonesty

a) Cheating, includes, but is not limited to:

- 1) Intentionally using or attempting to use any unauthorized assistance (including, but not limited to materials, communication of information during an academic exercise, notes, study aids or devices) in an academic exercise, including, but not limited to, quizzes, tests, or examinations;
- 2) Use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
- 3) The acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff;
- 4) Engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion;
- 5) Submitting work that has been purchased or borrows generously from work submitted in a previous or concurrent class, except where expressly permitted by the instructor; or
- 6) Communication to another through written, visual, electronic, or oral means.

b) Selling notes, handouts, or other materials without authorization or using them for any commercial purpose without the express written permission of the University and the instructor.

c) Falsifying or misrepresenting your academic work.

d) Plagiarism: using work appropriated without any indication of the source.

e) Knowingly helping another student violate academic behavior standards.

The term “cheating” includes, but is **not** limited to, (1) use of any unauthorized assistance in completing quizzes, exams, or assignments; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term “plagiarism” includes, but is **not** limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Copying or using material from papers previously submitted by others (at FGCU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale “copying and pasting” from other sources, even if properly noted, does **not** meet the criterion of submitting your own work and will possibly result in a failing grade for the course.

You are expected to demonstrate honesty in your academic pursuits.

It is your responsibility to **avoid sharing your work** with others. You are equally responsible for academic dishonesty if you choose to share any of your work with others. If you do share your work with others, this will be treated as academic dishonesty and you may earn a failing grade for the assignment, exam, or entire course.

Not being honest about your online activities is academic dishonesty and will be treated as such.

Signing in for others or having others sign in for you (on the attendance sheet) is academic dishonesty. Any incidences of students signing in for others or have others sign in for them will be treated as academic dishonesty.

If you engage in academic dishonesty, you may earn a **failing grade for the assignment/exam and possibly the entire course.**

You should only submit materials that are your own creation and include any attribution for any ideas that are not your own. All sources used in the preparation of an assignment and all direct quotes must be clearly identified. No materials are to be submitted in more than one course without the prior written permission of each instructor.

Canvas learning management system and demonstration site:

Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

Library resources:

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

Information on General Education program requirements:

Available at http://www.fgcu.edu/General_Education/index.html.

University nondiscrimination statement:

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Counseling and Psychological Services (CAPS):

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk to the Student and Community Counseling Center any weekday between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at <https://www.fgcu.edu/studentlife/healthandsafety/caps/> for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

Disability accommodations services:

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact

Adaptive Services for available services and information.

Student observance of religious holidays:

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Office hours:

My office hours are listed on the first page of this syllabus. Due to exam schedule conflicts, my office hours during finals week will be different. If you schedule an appointment outside of my regular office hours and then need to cancel, you need to notify me as soon as possible. If you do not show up for a scheduled appointment and you fail to notify me, I will not schedule any more appointments with you outside of my regular office hours.

Disclaimer:

The syllabus may be modified at the instructor's discretion. The information contained in this course syllabus are subject to change in the event of extenuating circumstances or class progress. Any changes that take place will be announced.

To be successful in this course:

1. Purchase or rent the course textbook; make sure you have the correct edition.
2. Read the course textbook and other assigned materials.
3. Note all important dates in your planner, including exam dates and assignment due dates. Check your planner daily. If you use a monthly and weekly planner, it is a good idea to mark all important dates on both the month and week pages.
4. Review and use study methods you may have encountered in other classes or preparatory college courses.
5. If you are not familiar with Canvas, it is your responsibility to practice using it and learn how to use the various functions and tools of Canvas.
6. Check Canvas daily for updates.
7. Sign up for notifications from Canvas. When you sign up for this, you will receive notifications regarding updates for this course.

Tentative schedule: We will attempt to stay as close to this schedule as possible. However, it **may be adjusted** to accommodate class progress or emergencies.

MAR6158, Global Marketing, CRN 13826, Spring '20

Week	Date	Due^a	Topic^b
1	1/11	No assignments are due this week. You should start on assignments due on 1/18.	Introduction to course Ch1 Introduction to Global Marketing <i>LO 5 & 6</i>

2	1/18	Introduce Yourself & Canvas Photo-First post ^c Chapter 1 Warm-up Chapter 1 Simulation Verification of Attendance Quiz ^c Set Up Canvas Notifications & Preferences ^c Syllabus Quiz ^c Chapter 2 Warm-up Chapter 3 Warm-up	Introduction to course Ch1 Introduction to Global Marketing LO 5 & 6 Ch2 The Global Economic Environment Ch3 The Global Trade Environment LO 2 & 3
Jan. 20, Martin Luther King Holiday-No class meetings			
3	1/25	Introduce Yourself & Canvas Photo-Second & third posts ^c Chapter 4 Warm-up Chapter 4 Video: Emerging Markets, Impact of Culture on Business Practice for Exam 1 is available starting at 12 am on 1/24 & closes at 11:59 pm on 1/25 ^c	Ch4 Social & Cultural Environments LO 2
4	2/1	Chapter 5 Warm-up Chapter 6 Warm-up	Ch5 The Political, Legal & Regulatory Environments Ch6 Global Information Systems & Market Research LO 2 & 3
5	2/8	Chapter 7 Warm-up Chapter 7 Simulation	Ch7 Segmentation, Targeting & Positioning LO 4
6	2/15	Case Study 1, Group ^c Case Study 1, Peer & Self Evaluations ^c Chapter 8 Warm-up Chapter 8 Simulation	Ch8 Importing, Exporting & Sourcing LO 1, 2, 3 & 4
7	2/22	Chapter 9 Warm-up Chapter 9 Quiz	Ch9 Global Market-Entry Strategies LO 1
8	2/29	Exam 1 will be available starting at 12 am on 2/28/20 and ending at 11:59 pm on 2/29/20^c	Study Ch1, 2, 3, 4, 5, 6, 7, 8 & 9 LO 1, 2, 3, 4, 5 & 6
Mar. 2-7, Spring Break-No class meetings			
9	3/14	Chapter 10 Warm-up Chapter 11 Warm-up Chapter 11 Simulation	Ch10 Brand & Product Decisions in Global Marketing Ch11 Pricing Decisions LO 4 & 6
10	3/21	Chapter 12 Warm-up Chapter 12 Simulation	Ch12 Global Marketing Channels & Physical Distribution LO 5 & 6
11	3/28	Chapter 13 Warm-up Chapter 13 Video: Nestle	Ch13 Global Marketing Communications Decisions I: Advertising & Public Relations LO 4 & 6
12	4/4	Chapter 14 Warm-up Chapter 14 Video: Fiber One	Ch14 Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, & Special Forms of Marketing LO 4 & 6

13	4/11	Chapter 15 Warm-up Chapter 15 Video: Mini Chapter 16 Warm-up	Ch15 Global Marketing & the Digital Revolution Ch16 Strategic Elements of Competitive Advantage <i>LO 2, 4 & 5</i>
14	4/18	Case Study 2, Individual ^c Chapter 17 Warm-up	Ch17 Leadership, Organization, & Corporate Social Responsibility <i>LO 2</i>
Apr. 25, Study Day-No classes or exams			
15	5/2	Exam 2 will be available starting at 12 am on 5/1/20 and ending at 11:59 pm on 5/2/20^c	Study Ch10, 11, 12, 13, 14, 15, 16 & 17 <i>LO 2, 4, 5 & 6</i>

^aAll assignments & exams are to be completed on the due dates listed by 11:59 pm (unless otherwise noted).

^bLO stands for learning objective; the topics, assignments & exams align with the listed learning objective(s).

^cThese assignments are in Canvas. All other assignments are in Pearson's MyLab site:

https://pi.pearsoned.com/v1/piapi/piui/signin?client_id=dN4bOBG0sGO9c9HADrifwQeqma5vjREy&okurl=https:%2F%2Fportal.myperson.com%2Fcourse-home&siteid=8313