



**BCLA BUSN 3372
Global Marketing**

CAPA BARCELONA PROGRAM

Course Description

Organizations and businesses are always facing new challenges including slow domestic market growth, international competition, deregulation of formerly protected industries, short product life cycles, and emergence of global brands. The increasing opportunities and threats placed by the growth in international business makes the skills of the international marketer critical for business survival.

This course examines core issues in international marketing and will equip the students with skills to understand strategic planning and organizing for international marketing, researching global markets, marketing consumer products, industrial products, and services in the world market, the course explores the international advertising and promotion effort, personal selling and personnel management, pricing, distribution systems, export trade mechanics and logistics, financial requirements for international marketing, and coordinating and controlling global operations.

Course Aims

Through a combination of readings, class discussion, case analyses, group projects, field trips and invited experts, students will gain a deeper understanding of the following topics:

1. Identify and describe international marketing terminology (Knowledge)
2. Give examples of international marketing strategies and frameworks (Comprehension)
3. Apply global marketing principles and processes to real-world situations (Application)
4. Assess various international strategies alternatives using decision criteria (Analysis)
5. Recommend global marketing processes and provide rationale for their implementation (Evaluate).
6. Create international marketing strategies and an action plan designed to produce incremental gains (Synthesize)

Requirements and Prerequisites

Fundamentals of Marketing course.

Business organization and administration courses.

Learning Outcomes

At the end of the course, students should be able to:

- a) Identify the scope and challenge of international marketing.
- b) Explore the dynamics of international business.
- c) Identify cultural dynamics in international marketing.
- d) Describe business customs and practices in international marketing.
- e) Analyze the international political and legal environment.
- f) Describe researching international markets.
- g) Explore emerging markets and market behavior.
- h) Identify multinational market regions and market groups.
- i) Analyze international marketing strategies.
- j) Analyze international market entry strategies.
- k) Analyze exporting, managing and logistics.
- l) Describe the international distribution system.
- m) Explore international advertising, promotion, and personal selling.
- n)

Developmental Outcomes

Students should demonstrate: responsibility & accountability, independence & interdependence, goal orientation, self-confidence, resilience, appreciation of differences.

Class Methodology

The course is both lecture and discussion based. Students are encouraged to participate in class debates in order to better their understanding of the issues facing the region. The readings are essential to following the course as they will provide the basis for discussions and lectures. Multimedia activities will also be prioritized to increase the spectrum of perspectives given in class.

Field Components

CAPA provides the unique opportunity to learn about the city through direct, guided experience. Participation in field activities for this course is required. You will actively explore the city in which you are currently living. Furthermore, you will have the chance to collect useful information that will be an invaluable resource for the essays/papers/projects assigned in this course.

Contents

The decision whether to internationalize

Deciding which markets to enter

The political and economic environment

The sociocultural environment

The international market selection process

Market Entry strategies

Export modes

Intermediate entry modes

Hierarchical modes

Designing the global marketing programme

Marketing strategy

Relationship between strategic and operational Marketing

The Product / Service Mix

Positioning and communication strategy and Brand

Pricing strategies

Distribution strategies

The assigned field component(s) are:

Students are also strongly encouraged to participate in co-curricular program activities, among which the following are suggested:

Field trip to Bodegas Torres by the Marketing Director.

Bodegas Torres is a historical wine growing company located in Pals, some 4 km from Vilafranca del Penedès, where the company has its head office. Torres is the family winery with the most extensive vineyards in the Denomination of Origin (DO) of Penedès and the largest winery in Spain. Students will visit Bodegas Torres winery facilities and receive a lecture from the international Marketing Manager.

Site visit to Party Fiesta by the company's CEO

Party Fiesta is the largest retail chain of party stores in Spain. Students will meet the Founder and CEO of the company at Party Fiesta headquarters in Barcelona and discover the challenges of the company and the party industry.

Students are also strongly encouraged to participate in **co-curricular** program activities

Mid-Term & Final Exams

The mid-term exam consists of a short business case with four questions to answer (90 minutes)

The final exam consists of two parts:

a) short questions with open answers on topics covered until that point in class (45 minutes)

b) short business case (45 minutes)

Assessment/Grading Policy

Descriptor	Alpha	UK	US	GPA
Excellent	A	75+	93+	4.0
	A-	70-74	90-92	3.7
Good	B+	66-69	87-89	3.3
	B	63-65	83-86	3.0
	B-	60-62	80-82	2.7
Average	C+	56-59	77-79	2.3
	C	53-55	73-76	2.0
Below Average / Poor	C-	50-52	70-72	1.7
	D+	46-49	67-69	1.3
	D	40-45	60-66	0.7
Fail	F	<40	<60	0

Grade Breakdown and Assessment of Learning Outcomes

Assessment Task	Grade %	Learning Outcomes	Due Date
Class participation & cases presentations	30%	all	Weekly
Mid-term exam	15%	a,b, c, d	Week 6
Group project Presentation 1 X 15-20 min. group presentation	40%	all	Week 9
Final Exam	15%	e,f,g,h	Week 12

Dress Code Please dress appropriately for field trips eg comfortable walking shoes and protection against cold and / or rain. We will be outside for up to three hours and it can be chilly!

Course Materials

Cases

- Hunter Boots
- Green Toys
- HelloKitty
- Kabooki-Lego Brand
- IMAX: international Expansion
- Amazon Expansion
- Lifestraw
- Polo Ralph Lauren
- Elvis Enterprises
- Durex
- Dreamworks Classics
- Marriot
- Zumba
- Aquavit
- Tom Shoes
- Parle Products
- Nintendo Wii
- Jalsberg
- LEGO Friends
- Ansell Condoms
- Teepack spezialmaschinen GmbH
- Harley Davidson

Required Readings

- Global Marketing: Svend Hollensen, Pearson, 7th edition.

ISBN-10: 1292100117

ISBN-13: 978-1292100111

Recommended Reading(s)

Kotler, P., Dirección de Marketing, Addison Wesley, 2012

Munuera, J.L. y Rodríguez, A.I., Estrategias de Marketing, ESIC. 2007

Lambin, J. J., Marketing Estratégico; Esic Editorial, 2008. Anderson, Ch.

Curri, J; Curri, A. Customer Relations Management CRM. Gestión 2.000, 2002. ISBN:84 80088 723-0

Dominguez, A y Muñoz, G. Métricas de Marketing. ESIC Editorial, 2010. ISBN: 978-874-7356-7183-2

Articles

“Beware the pitfalls of global marketing”, Harvard Business Publishing.

“Megamarketing”, Harvard Business Publishing.

“International marketing research: a global project management perspective”, Harvard Business Publishing.

Weekly Course Schedule

WEEK 1	
Session 1:	1. Course introduction
Meeting time and Venue	To be determined
In-class activity	Welcome, overview and presentation of all the different aspects of the course (activities, policies, assessment methods, etc.)
Out-of-class activity	-
Readings	<u>None</u>
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 1	
Session 1:	2. 2. The decision whether to internationalize
Meeting time and Venue	To be determined
In-class activity	Lecture and open debate
Out-of-class activity	-
Readings	-
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 2	
Session 2:	3. 3. Deciding which markets to enter
Meeting time and Venue	To be determined
In-class activity	Lecture and small group debate
Out-of-class activity	-
Readings	-
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 2	
Session 2:	4. Case Study: Green Toys / Case Study: Hunter Boots
Meeting time and Venue	To be determined
In-class activity	Case study
Out-of-class activity	-
Readings	Cases: Green Toys, Hunter Boots
Assignments	-
Notes	
WEEK 3	
Session 3:	5. The political and economic environment, The sociocultural environment
Meeting time and Venue	To be determined

In-class activity	Lecture and group activity
Out-of-class activity	-
Readings	
Assignments	-
Notes	
WEEK 3	
Session 3:	6. Site visit to Bodegas Torres in Barcelona
Meeting time and Venue	To be determined
In-class activity	
Out-of-class activity	<u>Field trip</u>
Readings	None
Assignments	1. Write a one-page report on the visit 2. Do the assigned reading for next session
Notes	
WEEK 4	
Session 4:	7. The international market selection process
Meeting time and Venue	To be determined
In-class activity	Lecture and small group debate
Out-of-class activity	-
Readings	
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 4	
Session 4:	8. Case study: IMAX expansion to BRIC economies
Meeting time and Venue	To be determined
In-class activity	Case study
Out-of-class activity	-
Readings	Case study: IMAX
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 5	
Session 5:	9. Case Study: Amazon, international expansion
Meeting time and Venue	To be determined
In-class activity	Case Study
Out-of-class activity	-
Readings	Case Study: Amazon
Assignments	<u>Do the assigned reading for next session</u>
Notes	

WEEK 5	
Session 5:	10. Market Entry strategies: Export modes
Meeting time and Venue	To be determined
In-class activity	Lecture and small group debate
Out-of-class activity	-
Readings	
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 6	
Session 6:	11. Review class
Meeting time and Venue	To be determined
In-class activity	Reviewing content of the previous sessions, explanation of the exam, problem solving.
Out-of-class activity	-
Readings	<u>All the previous</u>
Assignments	<u>Prepare for the Midterm Exam</u>
Notes	
WEEK 6	
Session 6:	12. MID-TERM EXAM
Meeting time and Venue	To be determined
In-class activity	Mid-term exam in class hours
Out-of-class activity	-
Readings	-
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 7	
Session 7:	13. Market Entry strategies: Intermediate entry modes
Meeting time and Venue	To be determined
In-class activity	Lecture and open debate
Out-of-class activity	-
Readings	-
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 7	
Session 7:	14. Case study: HelloKitty / Case Study: Kabooki-Lego Brand
Meeting time and Venue	To be determined
In-class activity	Case study
Out-of-class activity	-

Readings	Cases: HelloKitty, Kabooki-Lego Brand
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 8	
Session 8:	15. Case study: Lifestraw / Case Study: Polo Ralph Lauren
Meeting time and Venue	To be determined
In-class activity	Case study
Out-of-class activity	-
Readings	Cases: Lifestraw, Polo Ralph Lauren
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 8	
Session 8:	16. Market Entry strategies: Hierarchical modes
Meeting time and Venue	To be determined
In-class activity	Lecture and group debate
Out-of-class activity	-
Readings	<u>None</u>
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 9	
Session 9:	17. Case study: Zumba / Case Study: TOMS Shoes
Meeting time and Venue	To be determined
In-class activity	Case study
Out-of-class activity	-
Readings	Cases: Zumba, TOMS shoes
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 9	
Session 9:	18. Designing the global marketing programme
Meeting time and Venue	To be determined
In-class activity	Lecture and group debate
Out-of-class activity	-
Readings	<u>None</u>
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 10	
Session 10:	19. Case study: Elvis Enterprises / Case Study: Durex

Meeting time and Venue	To be determined
In–class activity	Case Study
Out–of–class activity	-
Readings	Cases: Elvis, Durex
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 10	
Session 10:	20. Case study: Nintendo wii / Case Study: Harley Davidson
Meeting time and Venue	To be determined
In–class activity	Case Study
Out–of–class activity	-
Readings	Cases: Nintendo, Harley Davidson
Assignments	<u>Do the assigned reading for next session</u>
Notes	Final projects' paper should must be printed and handed in.
WEEK 11	
Session 11:	21. Group projects presentation
Meeting time and Venue	To be determined
In–class activity	Each group will present their project to the class
Out–of–class activity	-
Readings	None
Assignments	<u>Do the assigned reading for next session</u>
Notes	
WEEK 11	
Session 11:	22. Group projects presentation
Meeting time and Venue	To be determined
In–class activity	Each group will present their project to the class
Out–of–class activity	-
Readings	None
Assignments	<u>Revise all the readings</u>
Notes	
WEEK 12	
Session 12:	23. Review class and Final Debate
Meeting time and Venue	To be determined
In–class activity	Reviewing content of the previous sessions, explanation of the exam, problem solving. FINAL DEBATE
Out–of–class activity	-
Readings	-
Assignments	<u>Prepare for the finals</u>

Notes	
WEEK 1 2	
Session 12:	24. FINAL EXAM

Attendance, Participation & Student Responsibilities

Attendance: CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class. The first time a student has an unexcused absence for a class, their grade will not be impacted. The second time a student has an unexcused absence in that class, it will result in a 3 percent reduction of the final grade (for example: an A- [92] will become a B+ [89]). The student will be placed on academic probation at this time. Three unexcused absences per class will result in failure of the course. A pattern of three absences in more than one course will result in dismissal from the program. If a student arrives late for a scheduled class, it is the student's responsibility to notify the instructor to ensure that they are added to the class register for the session.

Excused Absences: Absences are only excused for medical reasons, for a family emergency or for a religious holiday. To request an excused absence, students must contact excusedabsencesbarcelona@capa.org ahead of time and provide evidence (e.g., a doctor's note) of the reason for their absence, otherwise the absence will not be excused. Even if the student knows the absence will not be excused, the student should still contact CAPA to inform CAPA they will not be in class. In addition to contacting excusedabsencesbarcelona@capa.org, it is the responsibility of the student to contact their instructor and make up any missed assignments.

Class Participation: Students are expected to participate in all classes and to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assigned reading BEFORE the class and arrive at the session on time. Participation is a vital part of students' grade: students are expected to participate in class and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others will not be tolerated.

Academic Accommodations: Any student who feels they may need an accommodation based on the impact of a physical, psychological, medical, or learning disability should contact the instructor and/or the Director of Academic Affairs privately to discuss their specific needs. Students requesting accommodations must have their home institution's Disabilities Services or an appropriate licensed professional or healthcare provider submit official documentation directly to CAPA in a timely manner outlining their specific needs. If the documentation is submitted by a provider other than the home institution's Disabilities Services, it must be someone familiar with the history and functional limitations of the student's disability (not a relative or family member of the student). Any required accommodations will be approved by CAPA's Vice President for Academic Affairs, in consultation with relevant Academic Directors, before being relayed to faculty. Any student who requires an accommodation based on official documentation should also discuss their needs directly with their instructor.

Academic Integrity: A high level of responsibility and academic honesty is expected. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honor in their scholastic work and class behavior. Plagiarism, self-plagiarism, and cheating can result in dismissal from the program. Self-plagiarism, copying an assignment entirely or partially to submit to a different class in an attempt to receive credit twice for one piece of work is unacceptable and considered cheating by duplication. Student's risk receiving a "0" for any assignments in which they have duplicated their own work. All substantial writing assignments will be run through the plagiarism checking software Turnitin when submitted via CANVAS. See CAPA's Academic Standards and Policies for more information and resources on plagiarism.

Sexual Misconduct, Required Reporting, and Title IX: CAPA: The Global Education Network is committed to encouraging a safe and healthy environment at our CAPA centers. This commitment includes the understanding of, and applicable adherence to, the guidelines outlined in Title IX of the Education Amendments of 1972. Title IX necessitates that US universities provide equity in all educational programs and activities without sex discrimination. CAPA understands the implications of Title IX compliance for our institutional partners and thus endeavors to support this compliance as a vital aspect of partnership. The safety and security of all students during a program is a matter of crucial importance to CAPA. To facilitate this, CAPA encourages students to openly disclose any and all information that is Title IX relevant so that CAPA staff can provide support and connect students with appropriate resources. Because students may not understand the implications of Title IX abroad, CAPA will work to advise students about the resources available through Title IX and explain the importance of compliance in Title IX reporting. CAPA will work to build student confidence in CAPA's status as a mandated reporter by outlining the advantage

of disclosure for the student, reassuring them that any information disclosed will not be used in an inappropriate manner, and stressing that individuals will only be informed on a need-to-know basis.

Use of Electronic Equipment in Class: All devices such as laptops, i-pods, i-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are NOT allowed unless students have express permission from the faculty, or they have been instructed to do so. If students require an accommodation to use any type of electronic equipment, they must inform the Director of Academic Affairs at the beginning of term.

Use of Electronic Translators: In language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a "O" (F) grade for the course.

Late Submission: Late submission of papers, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request for an extension must be made to the relevant faculty member no later than two days prior to the due date. Late submission without prior approval will result in a 3 percent per day deduction of the final grade. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of "O" (F) will be given for the assessment.

Behavior during Examinations: During examinations, students must do their own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, and students may not access online resources of any kind, compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam and may lead to failure of the course and disciplinary action.