



## **BCLA BUSN 3372 Global Marketing**

### **CAPA BARCELONA PROGRAM**

#### **Course Description**

This course provides an exploration of basic knowledge of global marketing, focusing on the impact of environment on the strategies used by firms, and the understanding of consumer behavior management as it relates to the development and implementation of global marketing strategies. Worldwide business represents real opportunities for a firm but also creates difficulties, challenges and new ways of implementing marketing. Global marketing is a specific kind of marketing applied to international firms in order to implement the same strategy within the entire market taking into account cultural, economic, social, political, etc., specificities for each area.

#### **Course Aims**

This course will provide the basic knowledge of global marketing focusing on the impact of environment on the firm strategy, the development and implementation of a global marketing strategy and the understanding of consumer behavior management in a global strategy. Case studies applied to worldwide business contexts as well as more specific European contexts will provide concrete illustrations for the students.

#### **Requirements and Prerequisites**

This course does not have any prerequisites.

#### **Learning Outcomes**

Students will be able to:

- a) Analyze the orientation of marketing in a global context
- b) Customize a product for entry into the international market
- c) Investigate important cultural facts as they relate to distribution channels and market access
- d) Identify strategies for branding, communication and distribution
- e) Examine the impact of environment on marketing strategies
- f) Understand the importance of geographic and historical effects on global markets
- g) Become aware of the legal constraints, linguistic and media limitations, and cultural diversity in the creation of international communication strategies

#### **Developmental Outcomes**

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

#### **Class methodology**

- Lecture / discussions
- Case studies
- Small groups and individual tasks

#### **Case Studies**

A short case study on a specific brand or firm will be proposed to the students to illustrate the different classes. The objective of these case studies is to provide concrete illustration of global marketing topics.

#### **Country Snapshots**

In order to extend the knowledge of the class about specific countries, each student will make a presentation on one assigned country. The objective of this presentation is to highlight important marketing facts for this country like:

- socio-demographic context
- important cultural facts and consumer specificities

- important local and international brands
- media and communication
- distribution channels and market access
- etc.

A 15 minutes presentation followed by a 15 minutes class discussion will provide information on the marketing environment for this country.

### Final Project

The final project consists in an analysis for launching a brand in another country. Students will work in team. Each team will have an assigned brand and will have to conduct a market analysis in order to:

- analyze the situation of the assigned brand
- find out between 3 and 5 high potential countries for this brand
- select one country and justify the choice
- Highlight the opportunities and threats on this future market (cultural, economic, social, political, etc.)
- Choose specific segmentation for the new market
- Define positioning, branding and price policy
- Define a communication strategy
- Define an organization of the distribution

Classes will provide students with necessary skills and with an on-going coaching and guidance from the professor. They will receive feedback on their work by the professor and the rest of the group concerning their choices and analyses. Each team will make a 15-minute presentation followed by questions and comments.

### Assessment/Grading Policy

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**Individual: 60%**

- Final exam (35%)
- Country snapshots (15%)
- Individual participation (10%)

**Team based: 40%**

- Final project
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DESCRIPTOR	ALPHA	NUMERIC	GPA	REQUIREMENT/EXPECTATION
Outstanding (High Distinction)	A	93+	4.0	Maximum grade: In addition to description for grade "A-", the student shows detailed understanding of materials about which he or she can show independent analytical ability. This means the ability to question an issue from different perspectives and evaluate responses in an objective manner.
Excellent (Distinction)	A-	90 - 92	3.7	Student shows understanding of literature beyond the textbook/class hand-outs/class notes, and the work shows a high level of independent thought, presents informed and insightful discussion and demonstrates a well-developed capacity for evaluation.
Very good (High Credit)	B+	87 - 89	3.3	Shows evidence of a capacity to generalise from the taught content, or the material in literature, or from class lectures in an informed manner. Also, the work demonstrates a capacity to integrate personal reflection into the discussion and an appreciation of a range of different perspectives.
Good (Credit)	B	83 - 86	3.0	The work is well organised and contains coherent or logical argumentation and presentation.
Good (Credit)	B-	80 - 82	2.7	Student shows understanding of literature beyond the textbook and/or notes, and, there is evidence of additional reading.
Average (Good Pass)	C+	77-79	2.3	The work demonstrates a capacity to integrate research into the discussion and a critical appreciation of a range of theoretical perspectives. Also, the work demonstrates a clear understanding of the question and its theoretical implications and demonstrates evidence of additional reading.
Adequate (Pass)	C	73 - 76	2.0	Shows clear understanding and some insight into the material in the textbook and notes, but not beyond. A deficiency in understanding the material may be compensated by evidence of independent thought and effort related to the subject matter.

Below Average (Borderline Pass)	C-	70-72	1.7	Shows some understanding of the material in the textbook and notes. A deficiency in any of the above may be compensated by evidence of independent thought related to the subject matter.
Inadequate (Borderline Fail)	D+	67 - 69	1.3	Fails to show a clear understanding or much insight into the material in the textbook and notes
Poor (Fail)	D	60 - 66	0.7 - 1.0	Besides the above for D+, student has not shown interest or engagement in the class work or study.
Poor (Fail)	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in the Faculty Handbook.

### **Dress Code**

No requirements.

### **Course Materials**

#### **Required texts:**

- Kiefer Lee and Steve Carter (2009) *Global Marketing Management*, Second Edition, Oxford; New York: Oxford University Press.
- Svend Hollensen (2008) *Essential of Global Marketing*, 1 edition, Financial Times/ Prentice Hall

#### **Additional bibliography:**

- Kate Gillespie & H. David Hennessey (2010) *Global Marketing*, third edition, South-Western College Pub
- Warren J. Keegan (2002) *Global Marketing Management*, 7th edition, Prentice Hall

## **Course Schedule and Topics**

### **I. Introduction to global marketing**

- what is marketing?
- what is global marketing?

### **II. The global marketing environment**

- economic environment
- social and cultural environment
- political and legal environment
- other important facts

### **III. Global marketing strategy**

- export diagnostic
- competitive analysis
- partnership and cooperation

### **IV. Consumer approach**

- international market studies
- segmentation – targeting - positioning

### **V. Global marketing mix**

- product
- price
- communication
- distribution

## **Attendance, Participation & Student Responsibilities**

**Attendance:** CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class. Unauthorized absence from class will result in a reduction of the final grade and potentially a failure for the course.

**Missing classes for medical reasons:** If you need to miss a class for medical reasons or for a family emergency, you must send an e-mail to let the Resident Director know at least one hour in advance of your class or meeting at the following e-mail: \_\_\_\_\_. Note that calling the CAPA Center (\_\_\_\_\_) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. You will need to provide evidence of the reason for your absence. Unexcused absences will result in a grade reduction. In the event of a missed class or field trip, it is your responsibility to contact your instructor and make up any missed assignments.

**Class Participation:** Students are expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments **BEFORE** the class, and come in on time. Participation is a vital part of your grade: students are expected to participate orally in seminars 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 in the class will not be tolerated.

**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 his or her scholastic work and class behavior. Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

**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 you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Resident Director 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 final 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 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 full alpha grade penalty. 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 F will be given for the assessment.

**Behavior during Examinations:** During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you 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.