

**Request for Graduate Course Addition**

1. Prepare one paper copy with all signatures and supporting material and forward to the Graduate Council Chair.
2. E-mail one identical PDF copy to the Graduate Council Chair. If attachments included, please merge into a single file.
3. **The Graduate Council cannot process this application until it has received both the PDF copy and the signed hard copy.**

College: Business

Dept/Division: MGT-MKT-MIS

Alpha Designator/Number: MKT/684

☒ Graded ☐ CR/NC

Contact Person: Uday Tate

Phone: 696-2672

**NEW COURSE DATA:**

New Course Title: Global Marketing

Alpha Designator/Number: M K T 6 8 4

Title Abbreviation: G l o b a l M a r k e t i n g

(Limit of 25 characters and spaces)

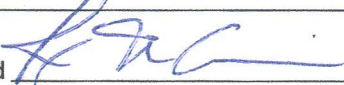
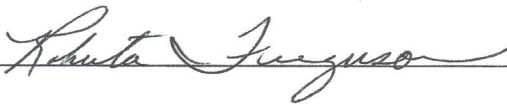
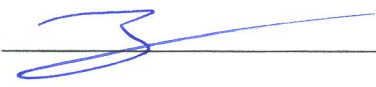
Course Catalog Description: This course provides a decision-oriented approach to global marketing; focus will be placed on market entry strategies, segmentation techniques, and marketing mix decisions in a multi-national environment.  
(Limit of 30 words)

Co-requisite(s): First Term to be Offered: Summer/Fall 2015

Prerequisite(s): GSM Advisor's Permission Credit Hours: 3

Course(s) being deleted in place of this addition (must submit course deletion form):

Signatures: if disapproved at any level, do not sign. Return to previous signer with recommendation attached.

Dept. Chair/Division Head 	Date <u>10/9/14</u>
Registrar  521401	Date <u>10/14/14</u>
College Curriculum Chair 	Date <u>11/27/15</u>
Graduate Council Chair _____	Date _____

## Request for Graduate Course Addition - Page 2

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College: Business

Department/Division: MGT-MKT-MIS

Alpha Designator/Number: MKT/684

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Provide complete information regarding the new course addition for each topic listed below. Before routing this form, a complete syllabus also must be attached addressing the items listed on the first page of this form.

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1. FACULTY: Identify by name the faculty in your department/division who may teach this course.

Uday Tate  
Liz Alexander  
Fred Mader  
Ben Eng

2. DUPLICATION: If a question of possible duplication occurs, attach a copy of the correspondence sent to the appropriate department(s) describing the proposal. Enter "**Not Applicable**" if not applicable.

Not Applicable

3. REQUIRED COURSE: If this course will be required by another department(s), identify it/them by name. Enter "**Not Applicable**" if not applicable.

Not Applicable

4. AGREEMENTS: If there are any agreements required to provide clinical experiences, attach the details and the signed agreement. Enter "**Not Applicable**" if not applicable.

Not Applicable

5. ADDITIONAL RESOURCE REQUIREMENTS: If your department requires additional faculty, equipment, or specialized materials to teach this course, attach an estimate of the time and money required to secure these items. (Note: Approval of this form does not imply approval for additional resources.) Enter "**Not Applicable**" if not applicable.

Not Applicable

6. COURSE OBJECTIVES: (May be submitted as a separate document)

See the attached syllabus

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7. COURSE OUTLINE (May be submitted as a separate document)

See the attached syllabus

8. SAMPLE TEXT(S) WITH AUTHOR(S) AND PUBLICATION DATES (May be submitted as a separate document)

See the attached syllabus

9. EXAMPLE OF INSTRUCTIONAL METHODS (Lecture, lab, internship)

Lectures, case analysis, country project writing and presentations, group discussions, and simulation decision making

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### **10. EXAMPLE EVALUATION METHODS (CHAPTER, MIDTERM, FINAL, PROJECTS, ETC.)**

Individual: One Exam worth; Individual: Global News Presentation; Individual: Class Contribution; Team: Case Analysis and Presentation  
Team: Simulation Final Written Report; Team: Simulation Balanced-Score Card

### **11. ADDITIONAL GRADUATE REQUIREMENTS IF LISTED AS AN UNDERGRADUATE/GRADUATE COURSE**

Not applicable

### **12. PROVIDE COMPLETE BIBLIOGRAPHY (May be submitted as a separate document)**

See the attached syllabus

Department:  
Course Number and Title:  
Catalog Description:  
Prerequisites:  
First Term Offered:  
Credit Hours:

Department: MGT-MKT-MIS

Course Number and Title: MKT684: Global Marketing

Catalog Description: This course provides a decision-oriented approach to global marketing; focus will be placed on market entry strategies, segmentation techniques, and marketing mix decisions in a multi-national environment.

Prerequisites: GSM Admission or GSM Advisor's Permission

First Term Offered: summer/Fall 2015

Credit Hours: 3

**Division of MGT-MKT-MIS  
College of Business  
Marshall University**

<b>Course Title/Number</b>	Global Marketing: MKT684
<b>Semester/Year</b>	
<b>Days/Time</b>	
<b>Location</b>	Corbly 463
<b>Instructor</b>	Dr. Uday Tate
<b>Office</b>	Corbly 320
<b>Phone</b>	696-2672
<b>E-Mail</b>	tateu@marshall.edu
<b>Office Hours</b>	TBA: about four hours per week
<b>University Policies</b>	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to <a href="http://www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> and clicking on "Marshall University Policies." Or, you can access the policies directly by going to <a href="http://www.marshall.edu/academic-affairs/policies/">www.marshall.edu/academic-affairs/policies/</a> . Academic Dishonesty/Excused Absence Policy for Undergraduates/Computing Services Acceptable Use/Inclement Weather/Dead Week/Students with Disabilities/Academic Forgiveness/Academic Probation and Suspension/Academic Rights and Responsibilities of Students/Affirmative Action/Sexual Harassment

**Course Description: From Catalog**

This course provides a decision-oriented approach to global marketing; focus will be placed on market entry strategies, segmentation techniques, and marketing mix decisions in a multi-national environment. This course will equip students with the cutting-edge tools and concepts to explore and assess marketing practices in a global environment.

Note: The course is to be approved by the Graduate Council.

**The table below shows the following relationships: How each student learning outcome will be practiced and assessed in the course.**

<b>Course student learning outcomes</b>	<b>How students will practice each outcome in this course</b>	<b>How student achievement of each outcome will be assessed in this course</b>
Students will identify reasons why companies engage in global marketing operations.	Group work, in-class discussion, in-class exercises, chapter reviews, international news presentations, case presentations and simulation.	Exam questions, papers, country projects, case analysis, news presentations, simulation performance-that evaluate mastery of this particular outcome.
Students will identify the environmental factors that affect global operations.	Group work, in-class discussion, in-class exercises, chapter reviews, international news presentations, case analysis/presentations.	Exam questions, papers, country projects, case analysis, project and news presentations-that evaluate mastery of this particular outcome.

Students will assess the potential of exporting to a foreign country and design a marketing strategy accordingly.	Group work, in-class discussion, in-class exercises, chapter reviews.	Exam questions, country projects, case analysis, project presentations-that evaluate mastery of this particular outcome.
Students will assess cutting-edge issues in global marketing via news analysis and presentations.	Case analysis, news analysis, and simulation game.	Exam questions, case analysis, news presentations, simulation performance-that evaluate mastery of this particular outcome.
Students will apply the basics of global marketing via case analysis, article synthesis, video critiques, simulation, and a hands-on cross-cultural analysis project.	Country group work, in-class discussion, in-class exercises, chapter reviews, international news presentations, case presentations.	Exams, case analysis, news presentations-that evaluate mastery of this particular outcome.
Student will Plan, formulate, and apply global marketing strategies within the context of a simulation game.	Chapter reviews and simulation game.	Exams and assessment of student group performance on simulation.

#### Assurance of Learning Objectives/Tasks

<b>Tasks/Learning Objectives</b>	<b>Knowledge Base</b>	<b>Written Communication</b>	<b>Oral Communication</b>	<b>Leadership Skills</b>	<b>DM/Problem Solving</b>
Team: Case Presentation	X		X	X	
Team: Written Report of Simulation	X	X		X	X
Team: Presentation of Simulation Results			X	X	
Individual: News Presentation	X		X		
Individual: Exams	X	X			X
Individual: Class Contribution	X		X	X	X

### Required Texts, Additional Reading, and Other Materials

1. **Global Marketing Management, 8/E, 2014, Warren Keegan, Pearson: Prentice-Hall, ISBN-13: 9780136157397.**
2. **Harvard Business Publishing, Darden Business Publishing, etc.**
3. **Country Manager: a simulation game by Interpretive Simulations**

### Course Requirements/Due Dates

<b>Individual: two Exams worth 100 points:</b>	<b>200 points</b>
<b>Individual: Global News Presentation</b>	<b>50 points</b>
<b>Individual: Class Contribution</b>	<b>100 points</b>
<b>Team: Case Analysis and Presentation</b>	<b>100 points***</b>
<b>Team: Simulation Final Written Report</b>	<b>100 points***</b>
<b>Team: Simulation Balanced-Score Card</b>	<b>100 points***</b>
<b>Team: Simulation Presentation</b>	<b><u>100 points***</u></b>
<b>Total</b>	<b>750 points</b>

**Individual: Global News Presentations (50 points):** Each student is required to present latest news on any international topic for about 5 minutes. You may use PPT slides, posters, Internet, handouts, etc., to deliver your presentation. Be creative!!! If you are absent on the day of your presentation, you will get zero, unless you have a university-approved excused absent. Those with excused absences will be rescheduled to present their news. The news you will present must be no older than seven days from the day of your presentation. It must be related to an international topic involving foreign countries, regions, etc.

**Individual: Two Exams (200 points):** This course will have two exams. The exam will be in the form of a case analysis on an individual basis in class.

**Individual: Class Contribution (100 points):** I expect graduate students to discuss, opine, or express views on the subject matter. Your opinions and viewpoints are important to me and I strongly encourage you to share them with others in during class discussion. There will case discussion in class regularly; I expect ALL to participate in case discussions. Later on, I will provide you with specific instructions on how to get involved in **Blackboard** discussions. These discussions are great for learning how others' opinion on various international marketing issues!!! In addition, I will take attendance regularly and will use it as part of your class contribution. My rule is simple: **if you are not in class, you do not participate/contribute.**

**Team: Case Analysis Presentation (100 points):** Each team will be assigned a case for analysis and present it to the class for discussion. Details will be provided later on in class.

**Team: Simulation Balanced-Score card Performance: (100 points):** Each team will be required to write up a country project. Details will be provided later on in the semester.

**Team: Simulation Presentation: (100 points):** Each team will have 20-25 minutes to present its simulation performance. Details will be provided later on in the semester.

**Team: Simulation Written Report: (100 points):** Each team will submit a written report on its performance in the simulation. Details will be provided later on in the semester.

(See the Proposed Schedule)

### Grading Policy

A = 90% and above; B = 80% to 89.99%; C = 70% to 79.99%; D = 60% to 69.99%;  
F = below 60%

### Attendance Policy

**ATTENDANCE** on the days of news/project/case/simulation presentations is mandatory. Failure to do so will result in reduction of your class participation points by 50 points per presentation missed. You are excused from the penalty due to any of the following university-approved excuses:

- a. medical excuse
- b. university-related activity
- c. Death of immediate family member

You must have your excuse approved by the Dean of Student Affairs. From the day of your absence, you have one week to submit the university-approved excuse to me. After this, no excuses will be accepted.

**Additional policies:** Students are expected to attend all class sessions; attendance will be taken regularly and will be counted toward the class contribution grade. Absences will be handled as per Marshall University's policies on excused absences.

### Classroom Professionalism: My basic assumption is that you all behave professionally!

Mutual respect, trust, and civility are of paramount importance to any learning environment. Free discussion, inquiry, and expression are encouraged in this class. In fact, I appreciate students who regularly participate in class discussions and contribute to classroom learning on a voluntary basis. Also, I appreciate students with positive attitude. On the other hand, classroom behavior that interferes with either (a) the instructor's ability to conduct the class or (b) the ability of students to benefit from the instruction is not acceptable. **Examples include: routinely entering class late or departing early without permission; doing homework for other courses during class; sleeping or reading newspapers during class; using beepers, cellular phones, or other electronic devices; repeatedly talking in class without being recognized by the instructor; talking while others are speaking; or arguing in a way that is perceived as "crossing the civility line."** Please do not consume food during class. Also, **turn off your cell phone when in class.** In the event of a situation where a student legitimately needs to carry a beeper/cellular phone to class, prior approval of the instructor is required.

My definition of professionalism includes, but not limited to, the following:

- respectful to your fellow students and the professor
- positive attitude and mentality
- good work ethics/team work/cooperation
- punctuality
- motivated to contribute to class discussion
- well-prepared/motivated to participate in class

**Grade Discussion:**

If you wish to discuss your grades, attendance, assignments, etc., please do so in my office and **not in the classroom, in the hallway**, etc. This is to maintain confidentiality and professionalism during our discussion.

**Working with you:**

Most importantly, I look forward to working with you throughout the semester. Your learning and progress in this course are of utmost importance to me. Please feel free to see me if you need any help. For example, I can help you in preparing for examinations or completing assignments.

**Course Schedule****Proposed Class Schedule: Summer Intersession, 2015****Date:****Topics/Tasks/Readings:**

May 11 Introduction to MKT684/Chapters 1, 2, 3, & 4

May 13 News/Case Analysis-Presentation/Intro to Simulation/ Chapters 5, 6, & 7

May 18 News Presentations/Chapters 8 & 9/Case Presentations/Simulation Decisions

May 20 News Presentations/Case Presentations/Simulation Decisions/In-Class Exam

May 25 News Presentations/Case Presentations/Chapters 10, 12, 13/Simulation

May 27 News Presentations/Case Presentations/Chapters 14, 15, & 16/Simulation

June 1 Simulation Presentations & Written Report due

June 3 In Class Case Exam/Graded Reports Returned

**The Instructor's Disclaimer:**

This course syllabus is **a guideline**. As such, the professor reserves the right to change any part of the syllabus (for example, course requirements, projects dates, exam schedule, etc.) at any time during the semester. It is the student's responsibility to keep track of scheduled examinations/project dates, any changes in these dates, material covered in the class, and all other announcements made in the class.

**Bibliography:**

Kotabe, Masaaki and Kristiaan Helson, (2014), *Global Marketing Management* (6<sup>th</sup> ed.), John Wiley and Sons. **Mostly textbook.**

Philip Cateora, John Graham, and Mary Gilley, *International Marketing*, McGraw-Hill/Irwin; 16th edition, 2014.

Keegan and Green, *Global Marketing*, 8<sup>th</sup> edition, 2015, Prentice Hall

Jean-Claude Usunier and Julie Anne Lee, *Marketing Across Cultures*, 6/E, 2013, Prentice Hall.

Michael R. Czinkota and Ilkka A. Ronkainen, *International Marketing*, 10th Edition, 2013, Cengage Learning.

Harvard Business Review on *Thriving in Emerging Markets*, Harvard Business Review, June 2011.

Thomas Friedman, *The World Is Flat*, Farrar, Strauss, & Groux, 2005

Kamran Kashani, *Beware the Pitfalls of Global Marketing*, HBR, September 1989.

Robert B. Young; Rajshekhar G. Javalgi, *International Marketing Research: A Global Project Management Perspective*, Business Horizons, March 2007.

Emmanuel Yujuico; Betsy Gelb, *Marketing to Developing Countries: Why and How*, Business Horizons, September 2010

Musa Chironga; Acha Leke; Susan Lund; Arend van Wamelen, *Cracking the Next Growth Market: Africa*, HBR, May 2011.

Andrew Molinsky, *Global Dexterity: How to Adapt Your Behavior Across Cultures without Losing Yourself in the Process*, Harvard Business Press, 2012.

Michael E. Porter, *The Five Competitive Forces That Shape Strategy*, HBR, January 2008.

Robert S. Kaplan; David P. Norton, *Strategy Maps: Converting Intangible Assets into Tangible Outcomes*, Harvard Business Press, February 2004.