Westminster College
Economics & Business Department
Spring 2018
BA 410- Global Marketing Management
(4 S.H.)

Instructor: Dr. Bob Badowski
Office: Old Main 226
Phone: 724-946-6831
Email: badowsr@westminster.edu
Class Times: M/W/F 9:20 – 10:20
Office Hours: MWF – 8:30-9:20 and 11:30-2:00 and TR – 8:30–9:20 and 11:00–2:00
Other times by appointment

Course Description:
An introduction to the complexities of marketing goods and services to international customers. The environment of internal marketing will be addressed from conceptual and applied perspectives. Topics include the various economic, social, political and legal dimensions confronted in international marketing. Prerequisites BA 305 and junior standing.

Text:

Supplies:
Students are expected to bring the textbook, a pencil, eraser and notebook to each class period.

School of Business Outcomes (SBO):
1. Students will demonstrate competence in data analysis and statistical reasoning. (SBO1)
2. Students will develop and exhibit effective oral and written communication skills, including interpersonal, leadership and team skills necessary for business professionals. (SBO2)
3. Students will identify contemporary business issues and apply relevant knowledge, facilitating logically sound resolutions. (SBO3)
4. Students will foster self-awareness, enabling the selection of an appropriate career path and will pursue career entry or graduate study. (SBO4)

Course Objectives:
By the end of this course, students should be able to demonstrate their proficiency in the following

- Understanding the characteristics and processes of global marketing SBO1, SBO2, SBO3, SBO4 (assessed by research project)
- Demonstrating the skills of managing successfully using improved marketing decision-making in organizations SBO2, SBO3 (assessed by case studies, tests, homework and participation)
• Explaining the concepts of various economic, social, political and legal dimensions in the global marketing universe SBO1, SBO2, SBO3 (assessed by case studies, tests, homework and participation)
• Identifying the differences between cultures and how they are marketed to SBO2, SBO3 (assessed by case studies, tests, homework and participation)
• Developing effective strategy and leadership a tactics SBO1, SBO2, SBO3 (assessed by case studies, tests, homework and participation)

Assignments:
If you are unable to hand in one of your assignments on time because of illness or other circumstances beyond your control, you may ask permission for an extension. A penalty of 20% will be applied to assignments that are handed in late without permission. Assignments that are more than a week late, will not be graded. Homework assignments should be completed prior to the class in which it is to be covered. All students are expected to participate in class discussion. Homework assignments will be collected at the discretion of the instructor.

Classroom Behavior:
It is essential that proper classroom decorum be maintained for learning to take place. Cell phones are to be turned off and texting is not permitted. Failure to comply will result in a reduction of your grade. Cheating will be handled as noted in the college catalog. Those who are late or disruptive may be required to leave.

Attendance:
In this course, attendance is an essential element in the learning process. The benefits which accrue are numerous and include: receiving lecture material first-hand, participation in classroom dialog, review of homework assignments, and completion of chalkboard exercises. Attendance is, therefore, expected at all regular scheduled classes. You begin the course with an attendance grade of 100 points. Those students who are absent or late three or less times will maintain this grade.

Testing:
All exams and quizzes are required. There will be no makeup exams or quizzes. An excused absence from an exam or quiz will result in a grade replacement based on the final exam. It is your responsibility to notify the instructor personally.

Final Exam:
There will be a comprehensive final exam in this course.

Grading:
Students will have the opportunity to earn points on exams, quizzes, assignments, class discussion, projects etc. At any point during the term, your average can be calculated by dividing the number of points you have earned by the total possible points. Understand that your grade is at the discretion of the instructor and may relate to your overall business acumen.
Grading Scale:

A $\geq 92\%$  
A- $< 92 \geq 90\%$  
B+ $< 90 \geq 88\%$  
B $< 88 \geq 83\%$  
B- $< 83 \geq 80\%$  
C+ $< 80 \geq 78\%$  
C $< 78 \geq 73\%$  
C- $< 73 \geq 70\%$  
D+ $< 70 \geq 68\%$  
D $< 68 \geq 63\%$  
D- $< 63 \geq 60\%$  
F $< 60\%$

Assessment Type | Points Possible
--- | ---
Class Participation/Attendance | 100
Papers/Case Studies (4 x 75) | 300
Final Exam | 100
Global Marketing Project and Presentation | 250
Homework/Classwork/Quizzes (4 x 25) | 100
**Total Points** | **850**

Accessibility Statement:
Westminster College actively strives for the full inclusion of all our students. Students with disabilities who require access solutions for environmental or curricular barriers should contact Faith Craig, Director of Disability Resources, located in 209 Thompson-Clark Hall.
phone: 724-946-7192 e-mail: craigfa@westminster.edu
### Schedule of Classes/Lecture Topics/Assignments/Points

<table>
<thead>
<tr>
<th>Week of Class</th>
<th>Lecture Topic</th>
<th>Assignments</th>
<th>Points Available</th>
</tr>
</thead>
</table>
| Week 1 (Jan 16–19) | Chapter 1 – Introduction to Global Marketing  
Chapter 2 – The Global Economic Environment | | |
| Week 2 (Jan 22–26) | Chapter 3 – The Global Trade Environment  
Chapter 4 – Social and Cultural Environments | Paper 1 | 75 |
| Week 3 (Jan 29 – Feb 2) | Chapter 5 – The Political, Legal and Regulatory Environments | Classwork/Homework/Quiz 1 | 25 |
| Week 4 (Feb 5 - 9) | Chapter 6 – Global Information Systems and Market Research | | |
| Week 5 (Feb 12 - 16) | Chapter 7 – Segmenting, Targeting and Positioning  
Chapter 8 – Importing, Exporting and Sourcing | Paper 2  
Start Project | 75  
N/A |
| Week 6 (Feb 19 - 23) | Chapter 9 – Global Marketing-Entry Strategies: Licensing, Investment, Strategic Alliances | Classwork/Homework/Quiz 2 | 25 |
| Week 7 (Feb 26 – Mar 2) | Chapter 10 – Brand and Product Decisions in Global Marketing | Paper 3 | 75 |
| **Spring Break (Mar 3 - 11)** | | | |
| Week 8 (Mar 12 - 16) | Chapter 11 – Pricing Decisions | | |
| Week 9 (Mar 19 - 23) | Chapter 12 - Global Marketing channels and Physical Distribution | Classwork/Homework/Quiz 3 | 25 |
| Week 10 (Mar 26 - 28) | Chapter 13 – Global Marketing Communications Decisions I | Paper 4 | 75 |
| **Easter Break (Mar 29 - Apr 2)** | | | |
| Week 11 (Apr 3 - 6) | Monday Classes Meet Tues. Apr. 3 | Chapter 14 – Global Marketing Communications Decisions II | |
| Week 12 (Apr 9 - 13) | Chapter 15 – Global Marketing and the Digital Revolution | Project Due | 200 |
| Week 13 (Apr 16 - 20) | Chapter 16 – Strategic Elements of Competitive Advantage | Classwork/Homework/Quiz 4 | 25 |
| **Wed, Apr 18 (URAC Day) no classes** | | | |
| Week 14 (Apr 23 - 27) | Chapter 17 – Leadership, Organization, and Corporate Social Responsibility Presentations | | |
| Week 15 (Apr 30 – May 4) | | Presentations | 50 |
| Final Exam (Thursday May 10, 8:00 – 10:30) | | Final Exam | 100 |
| **Total Points** | | | **750** |
**Academic Integrity Agreement**

"Central to the purpose and pursuit of any academic community is academic integrity. All members of the Westminster community, including students, faculty, staff, and administrators, are expected to maintain the highest standards of honesty and integrity, in keeping with the philosophy and mission of the College. Academic dishonesty is a profound violation of this code of behavior." - ACADEMIC INTEGRITY (Westminster College Catalog)

As a student in Westminster College’s School of Business I, _____________________________, agree to maintain the highest standards of honesty and integrity, in keeping with the philosophy and mission of the college.

I will not cheat, engage in misconduct, plagiarize, or provide false information as outlined in the Westminster College Catalog. I understand and agree that professionalism and ethics are the cornerstone of any educational or business pursuit, and I will strive to establish both.

I will also abide by the following School of Business electronic device policy which states:

1. Cell phones are not to be used during class for any purpose unless given specific authorization from instructor.
2. All cell phones are to be turned to silent and placed in some type of carrying bag (such as a backpack), that does not sit on your desk during class.
3. No recordings of any kind are permitted to be taken during class; including audio, video, photos, etc.

| Student signature: _____________________________ | Date: ___________________ |

**Personal Information**

<table>
<thead>
<tr>
<th>Campus address:</th>
<th>Class/year in school:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell phone number:</td>
<td>Major:</td>
</tr>
<tr>
<td>Email address:</td>
<td>Advisor:</td>
</tr>
</tbody>
</table>
# Global Marketing Management Paper Rubric

Name: ________________________  
Teacher: Dr. Badowski

Date: _____________________  
Title of Work: ___________________

<table>
<thead>
<tr>
<th>Criteria</th>
<th>0-5</th>
<th>6-9</th>
<th>10-12</th>
<th>13-15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
<td>The information appears to be disorganized.</td>
<td>Information is organized, but paragraphs are not well-constructed.</td>
<td>Information is organized with well-constructed paragraphs.</td>
<td>Information is very organized with well-constructed paragraphs and subheadings.</td>
</tr>
<tr>
<td><strong>Quality of Information</strong></td>
<td>Information has little or nothing to do with the main topic.</td>
<td>Information clearly relates to the main topic. No details and/or examples are given.</td>
<td>Information clearly relates to the main topic. It provides 1-2 supporting details and/or examples.</td>
<td>Information clearly relates to the main topic. It includes several supporting details and/or examples.</td>
</tr>
<tr>
<td><strong>Support for Position</strong></td>
<td>Includes 1 or fewer pieces of evidence (facts, statistics, examples, real-life experiences).</td>
<td>Includes 2 pieces of evidence (facts, statistics, examples, real-life experiences) that support the position statement.</td>
<td>Includes 3 or more pieces of evidence (facts, statistics, examples, real-life experiences) that support the position statement.</td>
<td>Includes 3 or more pieces of evidence (facts, statistics, examples, real-life experiences) that support the position statement. The writer anticipates the reader's concerns, biases or arguments and has provided at least 1 counter-argument.</td>
</tr>
<tr>
<td><strong>Mechanics</strong></td>
<td>Many grammatical, spelling, or punctuation errors.</td>
<td>A few grammatical spelling, or punctuation errors</td>
<td>Almost no grammatical, spelling or punctuation errors</td>
<td>No grammatical, spelling or punctuation errors.</td>
</tr>
<tr>
<td><strong>Accuracy</strong></td>
<td>Most supportive facts and statistics were inaccurately reported.</td>
<td>Most supportive facts and statistics are reported accurately.</td>
<td>Almost all supportive facts and statistics are reported accurately</td>
<td>All supportive facts and statistics are reported accurately</td>
</tr>
</tbody>
</table>

**Total---->** ___