MGMT 3381– Study Abroad: Global Marketing in the EU

Course Description/Overview

A study of the fundamental concepts, principles, and theories of marketing in an international setting. Particular attention is given to foreign environmental variables including political, legal, geographic, and culture affecting marketing strategies. Global issues that challenge today’s marketer, techniques for successfully entering international markets and the basic elements of an international marketing mix are studied. (Credit may not be earned for this course and International Business 4321.)

Faculty/Instructor Information

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Course Objectives

Learning Objectives:

LG1: Demonstrate knowledge of contemporary theory and practice in the field of international marketing through the assessment of three examinations.

LG2: Demonstrate competency in team building skills as well as interpersonal, oral and written communications by preparing a professional-quality international case analysis.

LG3: Demonstrate analytical thinking, critical analysis, problem solving, use of technology and use of current information resources in the research and preparation of a professional-quality international case analysis and in-class presentation.

Course Philosophy and Additional Skills Developed: This course is designed to balance discussion and interaction with immersion into the culture of various countries in Europe. Furthermore, the skills outlined below are critical to developing a desire for life-long learning required to succeed in your career of choice. With this in mind, this course has been developed to engage students in discussion, small group work, and other activities to actively engage your participation. Therefore, the following ground rules are applied to the course:
1. Active participation - Everyone will actively participate in the class on a daily basis. Attendance is not only expected, but imperative. A portion of your course grade will be dependent upon your active involvement in the course.

2. Cooperation and Mutual Respect - As leaders, we must learn to create an atmosphere of trust in our work teams. This means appreciating the unique set of experiences, beliefs and values each member brings to class. Another important element of trust and respect is listening. Good leaders are notable for the ability to listen to others and ask meaningful questions. Respectful turn-taking in both sharing and listening is expected.

3. Creativity – You will be challenged to create new thought. When we think through something for the first time, we are creating our logic, purposes and reasons for thinking. We are making new assumptions. We are forming new concepts. We are asking new questions. We are making new inferences. We are working out a problem in a direction that is new to us.

4. Problem solving – You will be required to not only identify problems but also to generate solutions and make recommendations based on a logical and thorough analysis of the alternatives.

5. Individual accountability – All members of the class will be held responsible for their own learning as well as the learning within their individual case study team.

**Course Required Readings**

Case study readings are assigned in conjunction with the readings and are provided to you in PDF format on Blackboard.

**Case Study Requirements:**

1. Overview of the company or companies involved, address international aspects
2. Overview of the marketing and management issue(s)
3. Discuss the root causes of the mistake or the reasons for the success
4. Discuss what can be learned from the case
5. Answer all questions presented by the author at the end of the case
6. If possible, bring us up to date on the company and the individuals involved

**Course Policies**

**Academic Honesty and Integrity**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

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It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

**Courtesy and Respect**

Courtesy and Respect are essential ingredients to this course. We respect each other's opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from the course.

**Accommodations for Disability**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126; (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

**Religious Holy Day Observance**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

**Conferences**

I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office
hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325-939-1263 or grandall@angelo.edu.

Management 3381 Course Topics

The Scope and Challenge of International Marketing

History and Geography: The Foundations of Culture

Cultural Dynamics in Assessing Global Markets
Case: Starbucks – Going Global Fast

Culture, Management Style, and Business Systems
Case: Coke and Pepsi Compete

Europe, Africa, and the Middle East
Case: The Not-So-Wonderful World of Disney

Global Marketing Management: Planning and Organization/Products and Services for Customers
Case: Cultural Norms, Fair and Lovely, and Advertising

Pricing Strategies in the International Arena
Case: Nestle

Products and Services for Customers/Integrated Marketing Communications and International Advertising
Case: McDonald’s and Obesity