MKTG 6174: Global Marketing

Spring 2012
Monday 5:30 – 8:15 pm, Center City Building

Instructor Information

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Office Hours: By appointment

Course Overview

This course offers a different approach to global marketing, based on the recognition of diversity in world markets and on local consumer knowledge and marketing practices. The basic assumption of this course is that culture penetrates our inner being subconsciously and at a deep level.

We do not try to describe cultures exhaustively, or from an insider’s point of view. Rather, we attempt to provide students with a method for dealing with intercultural situations when making marketing decisions. Thus, this course adopts a cultural approach to global marketing with two main dimensions:

1. A cross-cultural approach, which begins with comparing national marketing systems and local commercial customs in various countries.

2. An intercultural approach, which is centered on the study of interaction between business people, buyers and sellers (and their companies) who have different national/cultural backgrounds.

Course Website: http://belkcollegeofbusiness.uncc.edu/lyang27/mktg6174/mktg6174.html
**Course Format**

Our approach to this course will be pretty simple. With each topic, you’ll have the opportunity to “learn it” and “apply it.” Over the course of the semester, I expect to accomplish 2 things:

1. Introduce you to current theory and practice in global marketing.
2. Develop your abilities to apply cultural concepts to marketing problems.

In order to accomplish these goals, the course format typically involves the following weekly structure:

- First Half of Class: Theory development (lecture and discussion of key theoretical concepts)
- Second Half of Class: Applied insights (in-class exercises, case analyses, presentations, etc.)

**Reading Materials**

*Marketing Across Cultures Fifth Edition* by Jean-Claude Usunier and Julie Anne Lee

*Harvard Business Publishing Coursepack* (includes cases)

Additional readings will be posted on the class website throughout the course.

**Course Assessment**

Any late work will be penalized one letter grade per day. However, no late case analyses will be accepted. For all written assignments, expanded bullet points are preferred to text intensive documents.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Individual/Group</th>
<th>Due Date</th>
<th>% of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>Individual</td>
<td>Ongoing</td>
<td>20</td>
</tr>
<tr>
<td>1st Case Memo</td>
<td>Individual</td>
<td>2/13</td>
<td>10</td>
</tr>
<tr>
<td>Cultural Snapshot</td>
<td>Group</td>
<td>2/20</td>
<td>20</td>
</tr>
<tr>
<td>2nd Case Memo</td>
<td>Individual</td>
<td>3/19</td>
<td>10</td>
</tr>
<tr>
<td>Opportunity Assessment</td>
<td>Group</td>
<td>3/26 or 4/2</td>
<td>20</td>
</tr>
<tr>
<td>Product Launch Plan</td>
<td>Group</td>
<td>5/7</td>
<td>20</td>
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</table>

**Individual Assignments**

**Class Participation**

This part of the grade depends on your attendance and the quality of your contributions. Highly valued contributions include providing insightful observations about the assigned readings, providing
appropriate qualitative and quantitative analyses, reconciling previous inconsistent comments, and
drawing insights that reflect conclusions that can be generalized.

Note that attendance will be taken every class, and you must attend class in order to participate. Any
student missing more than two classes is subject to an unsatisfactory participation grade.

Case Memos
You will answer a number of questions regarding the two assigned cases. These questions will be
distributed later in class. Please list the question and provide the answer, and do not deviate from
answering the questions. For example, do not recap the case. Limit your memo to 1 page (Times New
Roman 12-pt. or Arial 11-pt. font with standard 1 inch margins).

Please email me your written responses with “MKTG 6174” in the subject line before class on the day
the case will be discussed, and bring a copy of your memo to class. Individuals will be randomly called to
present their answers to one or more of the questions. The quality of your answers will contribute
significantly to your individual participations grade. Given that we will be discussing the cases in class,
no late submissions will be accepted.

Group Assignments
All group-based assignments are closely related and build on each other. For the Cultural Snapshot you
will select a target country to study and provide a detailed cultural analysis of that country’s culture. For
the Opportunity Assessment, you will identify an existing American consumer product to introduce to a
selected target country. Finally, in the Product Launch Plan, you will present a plan to launch your
selected consumer product to your target country.

These assignments are designed not only to give you a deeper understanding of specific cultures but
also to learn how to compare cultures and to adapt products from one country to another. You will have
opportunities to work on portions of all assignments in class throughout the semester.

Grading
Given that your classmates’ learning experiences in this course will be influenced by the quality of your
group assignments, your grade will be partially determined by your classmates. The average of the
grades your classmates provide will make up 50% of your grade while the other 50% will come from my
evaluation of your presentation and memos. You will only see an average of the grades your classmates
provide. Grades and comments provided by individual students will only be viewed by me.

Cultural Snapshot
Each team will submit a 3-page memo and present no more than 10 slides in 15 minutes and then
lead a class discussion for 10-15 minutes on the key cultural factors for a selected country. You will
not simply report facts and figures; rather you will offer marketing advice in the form of marketing insights. In other words, you need to provide useful, actionable sales and marketing advice as if we were going to enter or expand the market in this country. Presentations will take place on 2/20.

Your assignment should include:

1. How time and space are perceived in your country.
2. Where your country lies on Hofstede’s 5 Dimensions.
3. Other characteristics important for making marketing decisions in your country
4. A discussion of the implications for consumer behavior
5. Two Company Case Histories: Your presentation should contain one example of a success story of a company who is doing well in your country and one example of a company who has failed – please provide what you believe to be the reasons for success or failure.

Email your presentation slides and 3-page memo to me by 1 pm on 2/20. Your slides and memo will be posted on the class website prior to your presentation.

Opportunity Assessment

Each team will select an existing consumer product to introduce to their target country (this does not have to be the same country used for the Cultural Snapshot Presentation). The consumer product must be a discrete product (not a service, retailer or infrastructure). Each team will conduct secondary research on the agreed upon product category, the players in that space and the opportunities available in the target country.

As a result of your findings and analysis, and with the team consensus, your assignment will contain the following:

1. The specific product that you will focus on
2. The cultural meaning associated with your product
3. The real (actual) company you will be and why
4. Specific opportunity and rationale
5. Top 5 countries that have the highest potential
6. The specific country that you will target (not the US)
7. The target audience within your target country and how you segmented the market
8. Cultural problems and opportunities

Each team will submit a 3-page memo, have a maximum of 15 minutes to present, and 10 minutes set aside for questions and discussion. Presentations will take place on 3/36 and 4/2. You may include exhibits, charts and screen captures to support your case but you must provide analysis and key takeaways for the data. Email your presentation slides and 3-page memo to me by 1 pm on the day you will be presenting (either 3/26 or 4/2). Your slides and memo will be posted on the class website prior to your presentation.
Product Launch Plan
For the product launch assignment, you will present a plan to launch the product selected in your Opportunity Assessment in your target country.

The “plan” is really a preliminary internal presentation to senior management (i.e., your classmates and me) requesting approval. Each team will have a maximum of 15 minutes to present and 10 minutes set aside for questions and discussion. Note that you will not be submitting a memo for this assignment. The recommended format is shown below but you are strongly encouraged to customize your presentation and sequencing:

1. Title page with product and target country, region of the country or mega city
2. Executive summary (“elevator pitch”)
3. Specific opportunity and rationale
4. Cultural positioning and branding
5. Product and packaging adaption
6. Channels to the country and in-country
7. Pricing and value capture
8. Marketing communication and promotion

Your presentation should be persuasive and aim to convince senior management (i.e., your classmates and me) that launching your product is a good idea. In addition to grading your plan, your classmates will indicate whether they approve or disapprove your plan. Email your presentation slides to me by 1 pm on Monday, 5/7. Your slides will be posted on the class website prior to your presentation.

Class Policies

Name Cards: Please use name cards at each class session throughout the term so that credit for attendance and participation can be given accurately. If you forget to bring your name card to class, please create a temporary one to use that day.

Promptness: To minimize disruptions, please do not come late or leave early. If you must, let me know in advance.

Laptops: To encourage an active and engaging environment, please do not use laptops in class.

E-Mail: When sending me an email, please include “MKTG 6174” in the subject heading. I have a filter that will allow me to give priority to your emails. This is also the best way to contact me with any questions.
Re-Grading: If you believe an error has been made in grading your assignments, you may request a re-grade by doing the following:

1. Write a brief note to me explaining why you think there is an error. Please attach a copy of the graded assignment.
2. All re-grade requests must occur within seven (7) calendar days of the day graded material is returned to the class.
3. I reserve the right to re-grade the entire contents of any submitted assignment. Your grade may go up or down.

Academic Integrity

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students.

Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Except for your group case write-up and presentation, all other case analysis is individual work. That means you should not discuss your one-page analysis with other students in your class, in a previous class, or in another MKTG 3219 class before submission at the beginning of class on the day the assignment is due. I have electronic copies of all the work submitted from previous semesters. Any abstract or group case analysis turned in with duplication from previous students' work (plagiarism) will be considered a violation of academic integrity and the student will receive an F for the course.

Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
# Tentative Course Schedule

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Theory Development</th>
<th>Applied Insights</th>
<th>Reading</th>
<th>Due</th>
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<tbody>
<tr>
<td>1</td>
<td>Mon, Jan 9</td>
<td>Course Overview</td>
<td>In-Class Exercise</td>
<td>None</td>
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<td></td>
<td></td>
<td>Culture &amp; Global Marketing</td>
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<tr>
<td>2</td>
<td>Mon, Jan 16</td>
<td>Martin Luther King Day</td>
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<td>No Class</td>
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<tr>
<td>3</td>
<td>Mon, Jan 23</td>
<td>Perceptions of Time &amp; Space High &amp; Low Context Cultures</td>
<td>In-Class Exercise</td>
<td>Text Pg. 18-22, 343-348</td>
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<td>4</td>
<td>Mon, Jan 30</td>
<td>Hofstede’s Dimensions I</td>
<td>In-Class Exercise</td>
<td>Text pg. 41-50</td>
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<tr>
<td>5</td>
<td>Mon, Feb 6</td>
<td>Hofstede’s Dimensions II</td>
<td>In-Class Exercise</td>
<td>To be determined</td>
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<tr>
<td>6</td>
<td>Mon, Feb 13</td>
<td>Cross-Cultural Consumer Behavior &amp; Market Research</td>
<td>1st Case Study: Best Buy</td>
<td>Text pg. 148-156</td>
<td>Email case write-up before class</td>
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<td>Best Buy Case</td>
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<td>7</td>
<td>Mon, Feb 20</td>
<td>Cultural Snapshot Presentations I</td>
<td>Cultural Snapshot Presentations II</td>
<td>Email presentation slides &amp; 3-page memo by 1 pm</td>
<td>Email presentation slides &amp; 3-page memo by 1 pm</td>
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<td>8</td>
<td>Mon, Feb 27</td>
<td>Intercultural Marketing Strategy</td>
<td>In-Class Exercise</td>
<td>Text pg. 200-205</td>
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<td>9</td>
<td>Mon, Mar 5</td>
<td>Spring Break</td>
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<td>No Class</td>
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<td>10</td>
<td>Mon, Mar 12</td>
<td>Product Strategies Country of Origin</td>
<td>In-Class Exercise</td>
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<tr>
<td>11</td>
<td>Mon, Mar 19</td>
<td>Branding Strategies</td>
<td>2nd Case Study: To be Determined</td>
<td>Email case write-up before class</td>
<td>Email case write-up before class</td>
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<tr>
<td>12</td>
<td>Mon, Mar 26</td>
<td>Pricing Strategies</td>
<td>Opportunity Assessment Presentations I</td>
<td>Email presentation slides &amp; 3-page memo by 1 pm</td>
<td>Email presentation slides &amp; 3-page memo by 1 pm</td>
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<tr>
<td>13</td>
<td>Mon, Apr 2</td>
<td>Distribution Strategies</td>
<td>Opportunity Assessment Presentations II</td>
<td>Email presentation slides &amp; 3-page memo by 1 pm</td>
<td>Email presentation slides &amp; 3-page memo by 1 pm</td>
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<td>14</td>
<td>Mon, Apr 9</td>
<td>Language &amp; Culture</td>
<td>In-Class Exercise</td>
<td>To be determined</td>
<td>Email case write-up before class</td>
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<tr>
<td>Class</td>
<td>Date</td>
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<td>Reading</td>
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<td>15</td>
<td>Mon, Apr 16</td>
<td>Advertising</td>
<td>In-Class Exercise</td>
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<tr>
<td>16</td>
<td>Mon, Apr 23</td>
<td>Personal Selling</td>
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<td>Networking Public Relations</td>
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<tr>
<td>17</td>
<td>Mon, Apr 30</td>
<td>Topic Clarifications</td>
<td>None</td>
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<td>Email presentation slides by 1 pm</td>
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<td></td>
<td>Product Launch Workshop</td>
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<tr>
<td>18</td>
<td>Mon, May 7</td>
<td>Product Launch Presentations I</td>
<td>Product Launch Presentations II</td>
<td>None</td>
<td>Email presentation slides by 1 pm</td>
</tr>
</tbody>
</table>