

SYLLABUS

Consumer Behavior & Global Marketing – Spring 2019

MKTG 3221-090 Course # 27697
Belk College of Business, UNC Charlotte

Instructor: Ms. Shery Ramezani
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	Time	Place
Class	Thursdays 5:30-8:15	Denny 120
Office	By Appointment	Friday 290C

Course Introduction

Building on the fundamentals of marketing, this course is an examination of consumer decision-making processes in the purchase, usage, and disposal of goods, services, and ideas within a global context. There will be an emphasis on understanding consumption related behaviors and the development and evaluation of marketing strategies intended to influence those behaviors globally across different markets. This includes examination of cultural, social, legal, political, financial, and geographical environments that influence consumer behavior and the effectiveness of marketing mix strategies.

Course Objectives

During the semester, each student is expected to consider the following questions and develop answers to them:

Consumer Behavior

1. Who and what influences consumers' selection, purchase, usage and disposal decisions?
2. How do factors such as household, family, social class, and generational cohorts, impact consumption decisions?
3. How do marketers use branding to address consumers' needs and wants?
4. How and why do innovations diffuse through communities?

Global Marketing

1. How do local cultures and constraints impact marketing strategies?
2. What do customers need in different countries? How do marketers address those needs?
3. How does the global environment affect what, where, when, why and how people consume all over the world?
4. What social and ethical responsibilities do global marketers have to stakeholders?
5. How does marketing strategy have to change to accommodate cultural differences?

Course Prerequisite

Marketing Concepts (MKTG 3110) with a grade of C or better

Reading Materials

All reading matter will be posted on Canvas on the relevant class days (under each class's respective Module). No textbook purchase required.

Student Expectations

Besides the academic training a student should expect to gain in this course, various skills should also be acquired, including:

- ✓ Oral presentation skills - compose and deliver comprehensive and concise report;
- ✓ Working with a team;
- ✓ Report writing - compose and present systematic, professional reports.

Course Schedule will be posted on Canvas.

Course Structure

A combination of lectures, discussions, a group project, reading assignments, homework assignments, article presentations and exams will be used to achieve the objectives of this course.

Attendance

Regular attendance is mandatory (and necessary) for doing well in this course. Absences will be penalized unless accompanied by a university-approved excuse. Exam material comes principally from lectures, class discussions, and assigned readings.

Schedule changes are announced in class. You are responsible for making up any and all content in missed classes.

Furthermore, please practice professional conduct. Tardiness and early departure is disruptive and disrespectful, and are strongly discouraged. (Please try to visit the restroom before or after class, not during class.)

Grading

1. Exams: 2 x 25% each	50%
2. Homework Assignments: 5 x 2% each	10%
3. Class Participation: 14 classes (not counting exam days) x 1% each	14%
4. Article Presentation	6%
5. Group Project	<u>20%</u>
	<u>100%</u>

Grade Distribution

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: lower than 60

1. Exams (50%)

All exams are closed-book and must be taken on the assigned dates during the semester. The exams will be based on material from texts, lectures and class discussions. It is imperative that you keep up with readings and attend class.

If you have to miss an exam, you must have a verifiable University excused absence (e.g. a medical emergency or a university athletic event) in order to make up an exam.

Exam ownership. Exams take many hours to prepare and, as a form of intellectual property, belong to those who create them (your professors). Consequently, exams must remain in my possession or under my control at all times unless you are given explicit written permission to keep or copy them. **This means that exam papers cannot be taken out of the room during their administration or during their review at later class meetings, unless explicitly permitted by the instructor.**

Students are encouraged to review their exams during office hours or by appointment for study purposes. Failure to return an exam after taking or reviewing it or removing an exam from my presence at any time will be considered theft of intellectual property. Such action will result in an exam grade of zero and may warrant further disciplinary action.

Grade appeals. If you believe that the grade you received on an assignment, exam, or other graded course component was in error or unfair, you may appeal to the instructor in writing within 10 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

2. Homework Assignments (10%)

- All assignments are due at the beginning of class, i.e. 5:30 pm on the due date.
- There are 5 homework assignments.
- Subject matter from all homework assignments may be tested on your exams.
- Assignments must be printed. YOU are responsible for printing your assignment. Campus printers are notoriously out of order when assignments are due. Plan for such contingencies.
- Please place your name in the top RIGHT corner of your papers and number your pages.
- Please be concise and answer the questions directly.

Assignment 1 Due 1/24/19: Soccer in the USA: Football's Final Frontier?

- Case Study will be posted on Canvas.
- Answer all discussion questions at the end of the Case Study.

Assignment 2 Due 2/7/19: Cosmetics Giants Segment the Global Cosmetics Market

- Case Study will be posted on Canvas.
- Answer all discussion questions at the end of the Case Study.

Assignment 3 Due 2/21/19: Gambling Goes Global on the Internet

- Case Study will be posted on Canvas.

- Answer all discussion questions at the end of the Case Study.

Assignment 4 Due 3/21/19: Personal Brand Elevator Pitch

- Imagine you are getting into an elevator with the employer of your dreams and only have 20 seconds to give them a sense of who you are in order to convince them to hire you. In 2-4 sentences, describe your personal brand.

Assignment 5 Due 4/4/19: Global Consumer-Products Target Low Income Consumers

- Case Study will be posted on Canvas.
- Answer all discussion questions at the end of the Case Study.

3. Class Participation (14%)

Class Participation points are designed to encourage students to demonstrate active interest in the subject at hand. Full and enthusiastic engagement in class discussion is expected. Practice critical thinking and creativity. Listen attentively, and treat peers with patience and respect.

- CLASSROOM DISCUSSIONS - Participate enthusiastically and constructively. Demonstrate preparation by referring to assigned readings.
 - QUALITY of your contributions is important; QUANTITY counts too, but less so.
 - Clarifying questions do not count as contributions to class participation.
- OBSERVE Classroom Etiquette (details below).
- ATTENDANCE is required and absences will be penalized unless accompanied by a University verifiable excuse.
- USE NAME TENTS at all times. If I don't know your name, I can't give you credit. If you make a contribution in class and are not sure your credit has been recorded, check with me immediately after class the same day.
- Use of CELL/SMART PHONES in class is distracting and discourteous. Your participation will be penalized.
- NEGATIVE PARTICIPATION GRADING - If you engage in behaviors that distract from the class's learning environment (such as using a smart phone, allowing screens other than the relevant power point, showing disrespect for classmates, arriving late or leaving early without notice), you will receive -0.5% for each such infraction.

Classroom Etiquette

Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.

Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web, or printing out homework. Attempts to pursue such activities will be reflected in lower grades and may lead to removal from the class.

Electronic Devices in Class

Use of smart phones and similar devices are prohibited in the classroom (University rule). Phones must be turned off during class. Students are not permitted to use their phones during class time, including texting.

Laptop computers may be used to take notes during class, as long as this does not distract you or other students. Please sit in the back row or at the sides of the classroom to minimize distraction of others.

Exam Protocols

All electronic devices are prohibited during exams. Anyone with a phone or smart watch on his/her person during an exam will be asked to leave the exam.

No hats.

If you leave the exam room during an exam, you will not be permitted to return.

Please note that exam time includes time for bubbling in multiple choice answer sheets. Extra time will not be granted for this purpose.

Quality of Work

Professional quality work is expected, both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, or if you'd just like to improve your writing, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and likewise judged in the 'real' world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Students whose native language is not English must meet the same quality requirements as others.

Team Work (group project)

Each team is responsible for organizing itself, dividing up the work, and deciding how relative contributions should be measured. Remember, peer evaluation at the end of the project constitutes part of your grade for the project.

Suggestion: At the very beginning of the project, formulate and record team rules and expectations. These will drive the culture of your group and should facilitate smooth functioning. In case there are dysfunctional team dynamics, it is your responsibility to promptly inform the instructor and to seek her help. In extreme circumstances, uncooperative group members may be removed from the project.

The group project is a half-semester-long team project. Once you have defined and submitted your proposal, you should notice numerous relevant topics discussed during classes. It may be useful to nominate a team member to record such topics, in order to have them handy when you work on the project. It is strongly recommended that you do not leave research and compilation to the weekend before your hand-in.

4. Article Presentations (6%)

Find an interesting article to present to the class related to a Consumer Behavior or Global Marketing topic of your choice. The topic should touch on a concept from one of the chapters you have or will study this semester.

Your presentation must be no longer than 5 minutes, must include a general summary of the article and can possibly include the following information if relevant:

- Background
- Issues identified
- Potential courses of action
- Recommendations
- Conclusions

Please submit a link to your full article or an attachment of your full article to me via email for my approval by the **end of day (EOD) 1/22/2019**. You will be notified if your article was or was not approved by the end of class on 1/24/2019.

PowerPoints are are not mandatory and you may take up notes to remind you of the topics. Please do not read from your notes.

5. Group Project (20%)

Choose a specific product/service to introduce to a foreign country, and develop a marketing strategy to bring this product/service to the country, accounting for differences in local culture and other aspects of the local market. Students must form their own groups of 3-4 students to work on the project. Please register your preference with the instructor as soon as you have made your selection and formed a group. First-come-first-served.

This group project is a simulated, hands-on experience in the development of a global marketing strategy.

Select a specific product/brand and assume your group is the management team running the company marketing the product/brand. Your product/brand should NOT be marketed in that country yet. The product/service/brand may be real or fictitious.

Select any country (excluding the US and Canada), where your company will market your chosen product/service. Each country can be chosen by only one group on a first-come-first-served basis. Let me know as soon as your group chooses a country.

The Group Project has 3 components

- Project Proposal 10%
- Final Report 60%
- Oral Presentation 30%
 100%

✓ **Hand in ONE** Project Proposal at the beginning of class on the due date. Your Proposal should be 2 pages, double-spaced and include the names of all group members in alphabetical order.

- ✓ **Hand in ONE** Presentation PowerPoint hard copy and **ONE** Presentation PowerPoint soft copy per group in class on the presentation date. The hardcopy should be printed in black-and-white with 4 slides per page.
- ✓ **Hand in ONE** Final Report hard copy and **ONE** soft copy per group in class on the presentation date. The Final Report hard copy must be 10 - 15 pages, double-spaced; it must include a title page, with names of all group members in alphabetical order. An executive summary must be no more than one page long, and situated immediately following the title page. The page limit excludes list of contents, appendices, exhibits, references/bibliography.

Cite references appropriately, using any recognized academic format. Place your bibliography at the end of the report.

The Project Proposal should:

1. introduce the background of the specific firm/product/brand you have selected;
2. explain why you think it has great potential in the target country; and
3. discuss potential concerns and challenges when marketing this product/brand in the target country.

The Final Report should contain:

1. executive summary;
2. product/service information/history;
3. cultural analysis;
4. economic analysis;
5. market audit & competitive analysis; and
6. preliminary marketing plan.

The Oral Presentation will be:

1. presented by ALL group members, i.e. everyone has a speaking part;
2. 15 minutes long (too long or too short will be penalized), followed by a 3 minute question-and-answer session;
3. evaluated by the instructor and all your classmates. These evaluations will constitute your grade for the presentation.

6. Writing Resources Center Extra Credit (up to 2.5% + 0.5% +3%= potential 6% added to your final grade)

Effective and professional writing is essential for all business students, and especially in the field of marketing. If you can't market yourself properly, how can you be entrusted with marketing a brand?

The Writing Resources Center (WRC) is a free resource on campus, offering one-to-one tutoring to UNCC students, faculty and staff. Your tutor can help you with essential skills like grammar, proofreading,

editing, and avoiding plagiarism. This is a great place to gather advice on correct ways to list references. The WRC's mission statement says, "Our goal is not to fix papers, but to develop better writers."

WRC offices are in several locations, including Cameron 125, Atkins library and Cone 268; or use virtual consultation for free and professional assistance. Make an appointment: <https://uncc.mywconline.com/>

Even if you are already a strong writer, you can benefit from a visit to the WRC. You may take any MKTG 3221 written assignments to the WRC for tutoring assistance. Ask your tutor to email the standard 1-page report to you afterwards. If you forward that report to me within a week of the assignment's due date, you will receive extra credit for that assignment. I will confirm your extra credit by return email.

- Homework Assignments - extra credit = 25% of your grade on that assignment for a potential maximum of 2.5% added to your final grade.
- Group Project Proposal – extra credit = 5% of your final grade on the proposal for a potential maximum of 0.5% added to your final grade. All partners must attend for all to receive credit (if only one partner attends, only that partner receives extra credit).
- Group Project Final Report – extra credit = 5% of your grade on the Final Report for a potential maximum of 3% added to your final grade.

UNIVERSITY POLICIES

Cell phones & Computers in class:

1. The use of smart phones, pagers, and other communication devices is disruptive, and is therefore prohibited during class.
2. Students may use computers during class for note-taking and other class-related work **only**.

Students using smart phones or using computers during class for work not related to that class must leave the classroom for the remainder of the class period.

Academic integrity: All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain.

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 UNCC. 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. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

<http://www.legal.uncc.edu/policies/ps-105.html>

Statement on 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.*

Accommodations for Disabilities: *UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.*