TEACHING MODULE

- INSTRUCTOR’S NAME AND COLLEGE NAME
  Nancy Whittaker   Rowan-Cabarrus Community College

- COURSE TITLE AND NUMBER
  MKT120 Principles of Marketing

- MODULE TITLE
  Marketing: A Global Perspective

DESCRIPTION OF MODULE

Students will study the value of global marketing and the challenges it presents to companies. The marketing environment, target market selection, and product, price, promotion, and distribution strategy considerations will be studied in the context of the global marketplace. Examples of products that companies have successfully and unsuccessfully marketed in foreign countries will be included.

OBJECTIVES

1. Define global marketing and the benefits and challenges it provides to companies.

2. Explain the strategies for entering foreign markets.


4. Explain the impact of social-cultural, economic, technological, political-legal and competitive environments in the global marketplace.

5. Discuss global marketing standardization vs. variation.

6. Explain the impact of the global environment on selecting the target market and developing the marketing mix elements of product, price, place (distribution) and promotion.

7. Describe the marketing challenges encountered by actual companies as they entered foreign countries and how these challenges were addressed.

8. Provide an in-depth explanation of the items in objectives four, six, and seven for a specific country.
METHODOLOGY

This module will require approximately nine to twelve hours of a forty-eight hour semester. It should be scheduled after students have studied the marketing environment, target market and marketing mix topics.

Lectures/discussion
Lectures/discussion will center on the global chapters in the Principles of Marketing course textbook as well as supplemental material. Topics will address objectives one through seven. Students should be exposed to the advantages and challenges of marketing in foreign countries. The failures and successes of actual companies should be included. Students will be assigned to small groups to discuss questions, issues, examples, exercises, etc. that result from the lecture. Each group will report their results to the class.

Case studies
Case studies will be discussed in class. Examples of cases are:

Maintaining the Competitiveness of a Global Brand (Amway)
www.thetimes100.co.uk Case Study Archive/Marketing

Colgate Max Fresh: Global Brand Roll-Out
Henkel KGaA: Detergents Division
McDonalds
Higher level cases from www.harvardbusinessonline.com

Global Marketing textbook (see Resources) - cases with each chapter and in the appendix

Readings
Books:

Other:
European Union – A Guide for Americans. 2007 by the Delegation of the European Commission to the USA.

Current magazine, newspaper, and journal articles will be assigned.

Assignments
Students will work in small groups to accomplish objective eight. Each group will research a country to understand the marketing environment, the marketing mix considerations, and the challenges encountered by actual foreign companies doing business in the country. The group will submit a written report and present their findings to the class.
Each group will contribute to a country summary table that will be distributed to the class. The table will summarize the key marketing environment and marketing mix points for all the countries studied by the class.

The countries researched are at the discretion of the instructor. Suggested countries are: China, India, Japan, Brazil, Argentina, Russia, Turkey, Indonesia, Mexico, and EU member countries.

**Evaluation**
The module represents 20% of the final grade. Grades will be based on:
Country project
Test (will include lecture/discussion topics and material from the country reports)
Other assignments (homework, class work)

**RESOURCES**

**Books**


**Databases**

Also, from EBSCOhost search for articles in *Academic Search Premier*.

A collection of electronic books can be found in NCLIVE in NetLibrary.
**Web Sites**
US Commercial Service Market Research Library
http://www.buyusainfo.net/adsearch.cfm?search_type=int&loadnav=no

Background Notes
http://www.state.gov/r/pa/ei/bgn/

Etiquette, Customs, Protocol
http://www.kwintessential.co.uk/resources/country-profiles.html

Online Newspapers
http://www.onlinenewspapers.com/

Digital Librarian (link to various topics)
http://www.digital-librarian.com/

KnowThis.com (link to articles about global companies)
http://www.knowthis.com

The Times 100 (simple cases and a basic marketing resource center)
http://www.thetimes100.co.uk

Harvard Business Publishing
www.harvardbusinessonline.com

**Google Searches**
Example:
brazilian culture site:org
    site:edu
    site:gov

**Statistics (Demographics etc)**
Nation master
http://www.nationmaster.com/index.php

Official Statistics
http://www.offstats.auckland.ac.nz/

World Bank
http://www.worldbank.org/

United Nations Databases
http://unstats.un.org/unsd/databases.htm
Other
Wall Street Journal
Business Week
Advertising Age
European Union – A Guide for Americans. 2007 by the Delegation of the European Commission to the USA.