

# **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.
3. Explain the roles of NAFTA, CAFTA, EU, WTO, IMF and the World Bank.
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](http://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](http://www.harvardbusinessonline.com)

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

### **Readings**

Books:

Morrison, Terri, and Wayne A. Conaway. [Kiss, Bow, or Shake Hands](#). 2<sup>nd</sup> ed. Avon MA: Adams Media, 2006.

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**

Ghemawat, Pankaj. Redefining Global Strategy. Boston, MA: Harvard Business School Press, 2007.

Gillespie, Kate, Jean-Pierre Jeannet, and H. David Hennessey. Global Marketing. 2<sup>nd</sup> ed. Boston, MA: Houghton Mifflin Company, 2007.

Kurtz, David L. Contemporary Marketing. 13<sup>th</sup> ed. Mason, OH: Thomson-South-Western, 2008.

Lamb, Charles W., Joseph F. Hair, Jr., Carl McDaniel. MKTG2. Mason, OH: South-Western Cengage Learning, 2008.

Morrison, Terri, and Wayne A. Conaway. Kiss, Bow, or Shake Hands. 2<sup>nd</sup> ed. Avon, MA: Adams Media, 2006.

Sirkin, Harold L., James W. Hemerling, and Arindam K. Bhattacharya. Globality. New York, NY: Business Plus Hachette Book Group USA, 2008.

#### **Databases**

Access **NCLIVE** through your college library. Click on Browse Resources. Vendor. EBSCOhost. **Business Source Premier**. Enhanced Business Searching Interface. Country Reports. Select a country.

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](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](http://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.