



# **Global Marketing**

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**IUP  
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*Syllabus of the academic year 2007*

## **Course Description**

One of the dramatic trends in recent decades has been the rapid growth of international business. The expansion of business overseas has not only created new opportunities, but has also created new challenges and problems related to business operation in different economic, political, social, and cultural environments. This phenomenon stimulates a greater need for individuals who are properly educated and trained in international marketing area: business competence, foreign language, cultural awareness and sensitivity, overseas experience, and familiarity with worldwide business practices as well as institutions. This course will provide the basic knowledge of international marketing management covering such fascinating topics as internationalization process, international market selection, market entry strategies, global marketing program, export administration, and cross-cultural negotiation.

## **Goal**

After taking this course, the students are expected to have basic skills in designing a global marketing plan

## **Learning Methodology**

The course adopts a learning methodology called as experiential learning that can be explained simply as: *"I hear and I forget, I see and I believe, I do and I understand"* (Confucius). The points of this method are:

- Students have to read his or her text book before attending a lecture.
- During a lecture, docent is not responsible to provide all teaching material, class discussion will focus on the most important aspects of course subject.
- The students have to be active in class discussions by sharing their knowledge or unique experience.
- Students will learn by doing relevant case simulations to master the course subjects.

## **Core Abilities** (Mike Bark, 2007)

### **1. Act responsibly**

- Learner recognizes the roles of a consumer and marketer.
- Learner presents information that to the best of her/his knowledge is factual.

## **2. Communicate clearly**

- Learner writes legibly and uses proper grammar, etc.
- Learner provide detail appropriate to the topic.

## **3. Learn effectively**

- Learner organizes information
- Learner takes responsibility for own learning.

## **4. Think critically and creatively**

- Learner sets goals.
- Learner analyzes information, ideas and problems.
- Learner makes decisions based on careful analysis.
- Learner applies logical reasoning in solving problems or dealing with information.

## **5. Value self positively**

- *information or opinions provided.*

## **6. Good active listening**

- Look at the person, and stop other things you are doing.
- Listen not just to the words, but the person's feelings.
- Show you are honestly interested in what the other person is talking about.
- Restate what the person says.
- Ask questions sometimes to be sure you understand clearly.
- Be aware of your own feelings and strong opinions.
- If you have to state your views, say them only after you have listened.

## **Text Book**

Kotabe & Helsen (2008) Global Marketing Management, 4th edition, Hoboken: John Wiley & Sons

## **Course Manual**

### **○ Case Simulation: Paper & Presentation**

The student is asked to conduct marketing research, analysis or design for such marketing case provided by the docent. Each group has to present their work in MS Powerpoint, and submit its soft copy (pdf file) by email.

### **○ Exam**

The Exams consist of mid-term exam and final exam that are designed using the essay model. All exams are under closed-book mode and will be conducted in 111 minutes.

### **○ Class Discussion**

The students are encouraged to participate actively on the class discussion by contributing sophisticated market insights and their own unique perspectives. The assessment will be based on the quality of information or opinions provided as follow (Palab Paul, 2005)

### **What class participation is not**

1. Attending class. Your mere physical presence does not constitute participation. Not coming to class, however, insures no credit for participation.
2. Saying "something." Simple responses to questions, or expressing incorrect, inaccurate, or uninformed opinion does not count for quality participation.
3. Quantity of input. Too much participation has two possible negative consequences: the probability of your saying something incorrect, inappropriate, or irrelevant tends to increase sharply the more you hold the floor; and your monopoly of discussion time might prevent a less forthcoming individual from articulating a potentially important perspective. Very simply, you can over-participate.

### **What quality class participation is**

1. Input that maintains the continuity and coherence of the class discussion. This rules out off-the-wall comments.
2. Input that was picked up and responded to by others in the class. Thus, a controversial, yet intelligent, question or comment that reflects an understanding of the issue at hand will be well regarded.
3. Input that demonstrates an in-depth analysis of the issue at hand, well supported by data or a relevant conceptual framework.
4. Input that makes connections between material or ideas in different parts of the course or between this and other courses.
5. Input that provides an example, from your own observations or experience, of the subject at hand.
6. Finally, civility in the give and take of a heated discussion is a requirement. The readings/cases are designed to provoke disagreement, and there typically exists more than one viable approach to resolving the problems presented in any case.

### **Grading**

- Case Simulations            50% x (% group peer evaluation)\*
- Mid-term exam            20 %
- Final exam            20 %
- Class Discussion            10 %

***\*Group Peer Evaluation:*** *Since the group will be working together, it is important for each one of you to contribute. I expect this teamwork will enhance learning and be a rewarding experience for you all. However, this also requires responsibility, accountability, punctuality, team spirit and interpersonal skills. You will evaluate your fellow group members on their performance and contribution as a group member. This confidential evaluation will determine your grade of case simulations.*

## Course Outline & Schedule

CLASS	DESCRIPTION	CHAPTER
1	Lecture: Global Environment : Economic & Finance	1,2,3
2	Lecture: Global Environment : Culture & Law	4,5,
3	Lecture: Global Marketing Research & Global Market Selection	6,7
4	Case Simulation 1: Country Screening	
5	Lecture: Global Strategies	8,10,19
6	Lecture: Market Entry Strategies	9
7	Case Simulation 2: Market Entry Strategy	
8	Lecture: Global Product Policy	11,12
9	Case Simulation 3: Global New Product Development	
10	Lecture: Global Pricing	13
11	Lecture: Global Marketing Communication	14,15
12	Case Simulation 4: Global Advertising	
13	Lecture: Global Logistic & Distribution	16,17
14	Case Simulation 5: Website Promotion	

## Global Marketing Hot Spots

- CIA World Factbook: [www.odci.gov/cia/publications/factbook/index.html](http://www.odci.gov/cia/publications/factbook/index.html)
- The Electronic Embassy: [www.embassy.org](http://www.embassy.org)
- Library of Congress Country Studies: <http://lcweb2.loc.gov/frd/cs/cshome.html>
- Pangaea ITC Free Global Resources: [www.pangaeaitc.com/resources/index.html](http://www.pangaeaitc.com/resources/index.html)
- International Business Resources : <http://ciber.bus.msu.edu/busres.htm>
- International Chamber of Commerce: [www.iccwbo.org](http://www.iccwbo.org)
- World Trade Organization: [www.wto.org](http://www.wto.org)
- The World Bank: [www.worldbank.org](http://www.worldbank.org)
- United States International Trade Commission: [www.usitc.gov](http://www.usitc.gov)
- United Nations, International Organizations and Related Links: [www.undcp.org/unlinks.html](http://www.undcp.org/unlinks.html)
- International Business from Nijenrode University: <http://bubl.ac.uk/LINK/b/businesslinks.htm>
- Emerging Markets Companion: [www.emgmks.com](http://www.emgmks.com)
- International Business & Technology @ BRINT : [www.brint.com](http://www.brint.com)
- Yamaha Language Center : <http://babel.uoregon.edu/yamada/fonts.html>
- Virtual International Business & Economics Sources (VIBES): [www.uncc.edu/lis/library/reference/intbus/vibehome.htm](http://www.uncc.edu/lis/library/reference/intbus/vibehome.htm)
- Use of Global Edge Market Potential Index: explain your country's ranking on the index. Feel free to use the secondary sources used in developing the index in your discussion: <http://globoledge.msu.edu/ibrd/marketpot.asp>
- Information on trade laws, tariff barriers, etc.: [www.ita.doc.gov/td/tic/](http://www.ita.doc.gov/td/tic/)
- Information about European market: [www.cbi.nl](http://www.cbi.nl)
- <http://www.adageglobal.com/>
- <http://www.economist.com/markets/bigmac/>
- <http://www.globalbrands.org/resources/data.htm>
- <http://www.globalbrands.org/resources/online/media.htm>
- <http://www.libraries.rutgers.edu/rul/indexes/biz/biz.shtml>

## **Codes of Conduct During The Lecture**

- Students have to wear the required dress code.
- Students have to have the text book.
- Students have to bring the text book during the lecture.
- Students must have 100 % class attendance and must notify the docent in advance if you are unable to attend class due to illness or family emergency. Three unexcused absences from a class will result in a failing grade for that class.
- Students should come to the class on time. However, in such emergency situation, the 15 minutes lateness is still tolerated. The troubled students will not be allowed to join the class until humanity-break time.
- Students have to set off their mobile phones audio. Telephone speaking and SMS are strictly prohibited.
- Students can operate their notebook only on class simulation session in which gaming, chatting, e-mailing, and personal internet browsing are strictly prohibited.
- Students are not allowed to make a copy of teaching material from the class computer without docent's permission.

## **Consultation**

The docent provides consultation service every Friday 9-11pm in his office:  
Kantor PPM FE-UGM, Gedung FE-UGM, West Wing, 1<sup>st</sup> Floor, Jalan Humaniora, Bulaksumur, Yogyakarta 55281, T: (0274) 519732, M: 0811-292-787, email: sahita@yahoo.com.