# PENN STATE BRANDYWINE

Global Program: LondonMKTG 445 Global Marketing/MKTG 497 Special Topics/MKTG 499 Foreign StudiesFall 2014

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## Course Name and Description

MKTG 445 Global Marketing (3). Role of international marketing in the global environment; political, economic, geographic, historical, cultural conditions; international marketing strategies and their development and implementation. Prerequisite: B A 303 or MKTG 301

This course is being taught concurrently with MKTG 499 Foreign Studies and 497 Special Topics. The MKTG 497 and 499 courses are for students that don’t meet the prerequisites for MKTG 445 or who have completed MKTG 445 but wish to have a more in-depth and applied learning experience of Global Marketing.

The London economy and therefore its business opportunities are in a unique position in 2014. In a world where nations struggle to maintain or regain stability, London is leading the UK’s growth and recovery with somewhat unprecedented 24.3% growth in employment from 2009 to 2013 (Oxford Economics). It is expected to continue to its role as an international financial center, although growth in that sector will probably flatten as other sectors like Technology, Media, and Communications are expected to rise (Oxford Economics). The point is that London has a lot going on in the world of business that can be researched.

Yet, the real value of London to this course is that it is a true walking city with evidence of marketing to be experienced at every glance. In every industry from tourism to real estate to retail to the arts to financial services to you-name-it, on every corner, students can examine the nature of the messages, tone, cost, and delivery of promotions and product. They can consider and observe potential and actual consumers and examine the differences from American consumer expectations and how marketers are delivering upon them.

## Purpose

The purpose of the course is to create an academic and hands-on global learning experience using the United Kingdom’s (specifically, London’s) business environment and culture as a medium to facilitate the student's understanding of the global marketing environment.

## Course Overview

The Global Marketing Study Abroad Experience consists of a combination of readings, research, and direct experience. The course provides an overview of marketing-at-work in the global arena, specifically, in London. A 7-day field trip in the United Kingdom is a major learning experience of the course which includes a number of site visits to London.

The student will demonstrate his or her understanding and knowledge of the subject matter through a trip journal and written paper as well as presentations, discussions, observations, and projects.

## Course Objectives

At the end of the course, the student will be able to:

1. Understand the dynamic impact of the environmental influences on consumers and markets in global business
2. Understand the various environmental factors—such as political, legal, economical, ethical, cultural and social, and technological systems—operating within the country
3. Understand what global business is and just how much it is influenced by the country's specific environmental situation

## Course Procedures and Strategies

This course will combine the following learning methodologies:

1. Online discussions, case studies, and lectures
2. Team or individual Powerpoint presentations (submitted, not delivered)
3. Group debriefs
4. Trip journal
5. Concluding research paper

Learning is most effective when students are actively involved in the experience. To that end, the approach to gaining content mastery in this course will entail:

1. Pre-trip Powerpoint presentation for the field experience including research and team or individual presentations. The purpose of this activity is to demonstrate multi-cultural and diversity sensitivities and understanding, especially as they pertain to England’s markets.
2. The travel/field experience itself for first-hand observation and group discussions of a business and cultural environment in a country outside of the U.S., in this case, England.
3. A daily journal of the travel activities. The purpose of the journal is to demonstrate the student’s ability to organize information and to capture the impact and importance of the businesses and environments visited on the trip, especially in comparison to the U.S. market.
4. The research paper after the field trip. The purpose of the research paper is to demonstrate research and communication skills, as well as the ability to analyze and draw conclusions using information obtained from observations made during the trip.

## Course Readings

***Textbook****:*

Keegan, W.J.& Green, M. (2013). *Global Marketing 7/E.* Saddle River, New Jersey: Prentice Hall,

ISBN-13: 9780132719155

***Supplemental readings****:*

Ofek, E., Godes, D.B,, & Wickersham, P. (February 14, 2013). NFL UK. Harvard Business School

Product #:510105-PDF-ENG. Order through coursepack: TBD

Gourville, J.T.& Bertini, M. (February 4, 2011). The London 2012 Olympic games. Harvard Business School Premier Case Collection

Product #:510039-PDF-ENG. Order through coursepack: TBD

Norbury, P. (2006). *Culture Smart! Britain*. London: Kuperard Publishers

ISBN-13: 9781857333084

Steenkamp, J. (2014). How global brands create firm value: the 4V model. International Marketing Review, 31(1), 5-29. doi:10.1108/IMR-10-2013-0233

U.S. & Foreign Commercial Service And U.S. Department Of State (2013). Doing Business in the United Kingdom: 2013 Country Commercial Guide for U.S. Companies. *Country Commercial Guide, United Kingdom Section,* Chapters 1-6*.* Retrieved from <http://www.buyusainfo.net/body2.cfm?id=0&dbf=ccg1&country=United%20Kingdom>

**Additional selected current event readings**:

As assigned (need to be current, and so will be assigned in August 2014).

## Course requirements and grading (20% each)

* Pre-trip Powerpoint presentation, including detailed speaker notes and APA documentation (submitted electronically, but not presented)
* Trip journal (submitted electronically)
* Post-trip research paper
* Community contribution, including attendance and participation in mandatory pre & post-trip meetings (Online attendance is permitted)
* Readings, case studies, and online discussions

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| **Grade** | **Percentage** |
| A | 95-100% |
| A- | 90-94 |
| B+ | 87-89 |
| B | 83-86 |
| B- | 80-82 |
| C+ | 77-79 |
| C | 70-76 |
| D | 60-69 |
| F | Less than 60% |

**Note: Late work is not accepted!**

## Pre-trip Powerpoint Presentation:

The pre-trip presentation will be based on team or individual research regarding the environmental factors that influence at least one of England’s industries or disciplines. These can include, but are not limited to arts and entertainment, tourism, retail, hotel and restaurants, transportation, government and political environment, and academia. Similarities and differences to the U.S. market for the same industry should be included and can be expanded upon in the final paper.

Outline:

1. Description of the selected industry (e.g. Retail or Banking) or discipline (e.g. Academia or non-profit organizations). For non-Management/Marketing majors, it is suggested that you choose an industry or discipline related to your course of study. Must be instructor-approved.
2. England situation analysis including political, legal and regulatory, technological, economical, ethical and cultural/social influences
3. US situation analysis including political, legal and regulatory, technological, economical, ethical and cultural/social influences
4. Personal commentary reflecting analysis of similarities and differences

The presentation will be prepared and delivered as a 10-to-15-slide Powerpoint presentation with detailed notes and in-text APA documentation included in the notes section of each slide. Additional components may be added to the presentation at the student’s discretion but are not required.

* 10% Use of visuals to *enhance the message* on appropriate slides
* 15% Grammar, Punctuation, Spelling, and References
* 25% Demonstrates solid understanding of course concepts to-date
* 25% Demonstrates good understanding of the selected industry or discipline in both England and the U.S.
* 25% Reflects ability to gather, analyze, and apply appropriate and relevant data with strategic thought

Trip Journal: The journal should be more than a travelogue but less rigorous than a formal paper. The idea is to organize your trip observations and reflect on the impact and importance of the businesses and environments visited on the trip. Personal commentary regarding comparisons to U.S. markets is both encouraged and rewarded in the grading.

Suggested journal entry inclusions: Dates and places visited, whether or not the visit was pre-scheduled or independent choice, observations of each establishment’s product, price, promotion, and place (distribution) as well as its consumers. Notes on competitors, if known, should also be included. Journal entries should also include a brief personal reflection of each experience.

The journal is to be submitted electronically as an ANGEL Private Journal Discussion with multiple entries made during and immediately after the trip. Content is more important than grammar, but writing does count as part of the grade. (90/10)

Research Paper:The student will work with the instructor to select a research paper topic that examines aspects of international consumer markets, preferably relating to the businesses and/or institutions visited on the trip. It is strongly recommended that the selected topic fall under the industry or discipline about which the student presented pre-trip.

Outline:

1. Situation analysis regarding the topic industry or discipline as it exists in England. These can include, but are not limited to, arts and entertainment, tourism, retail, hotel and restaurants, transportation, government and political environment, and academia.
2. Comparison to the same industry or discipline in the US
3. Synthesis of the students’ observations in the context of their research.
4. For MKTG 445 Only: Brand description, SWOT, and Marketing Mix discussion for a select business or institution within the industry or discipline above.

The research paper is to be submitted electronically as a Word file. Word count should be at least 4000 words.

* 20% Grammar, Punctuation, Spelling, and References
* 20% Demonstrates solid understanding of and can appropriately apply all course concepts
* 20% Reflects ability to gather, analyze, and apply appropriate and relevant data with strategic thought
* 20% Demonstrates good understanding of the selected industry or discipline in both England and the U.S.
* 20% Demonstrates ability to apply Marketing Mix concepts to an actual business

***Community Contribution***

Student attendance is mandatory for the pre-trip and post-trip meetings, but these classes will be conducted in online format for all students. Discussion groups and online office hours may be scheduled during the semester.

Your community contribution reflects your overall contributions to the travel abroad community. In general, your Community Contribution grade will reflect what you do to make this trip an effective and exciting intellectual experience for your community of fellow travelers.

* 25% Attendance. Attendance at all pre-scheduled visits and tours is mandatory.
* 25% Group Debriefs. Daily required community meetings will take place over breakfast, where you will meet with your colleagues and instructor to share your experiences and insights.
* 25% Collaboration. For example, have you collaborated with one of your colleagues in locating and visiting a museum, performance event, historic sight, etc.? Have you discovered opportunities to visit sites that meet your course requirements and shared them with your colleagues (perhaps at a breakfast meeting)?
* 25% Cooperation. Follow instructions from the travel agent, members or staff of visited establishments, government officials, instructors in the program (including instructors of courses other than your own), and any other authority figures.

*Note that activities that detract from the traveling community's intellectual experience carry penalties. For example, failing to follow instructions from the travel agent or the instructors in the program (including instructors of courses other than your own) could result in a 0 for your field participation grade. Likewise, violation of Penn State University's Code of Conduct, excessive drunkenness, or violations of the country's laws or customs will be met with severe penalties. In addition to a 0 field participation grade, additional penalties may be assigned to you and your academic record by the university's Judicial Affairs office. For more information refer to the Brandywine Global Programs Student Handbook.*

## Class Schedule

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| **Recommended Class Schedule** | **Accelerated Class Schedule** |
| ***Session 1: September 3, 2014***  Initial introductions  Overview of class and trip expectations  Pre-trip readings and discussions assigned  Topic: Global marketing environment | ***Session 1: October 22, 2014***  Introductions  Review of class and trip expectations  Pre-trip readings and discussions assigned  Topic: Global marketing environment |
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| ***Session 2: October 1, 2014***  Room assignments and other logistics  Topic: How global brands create value  *UK Cultural discussion due*  *Case Study discussion 1 due* | ***Session 2: October 29, 2014***  Room assignments and other logistics  Topic: How global brands create value  *UK Cultural discussion due*  *Case Study discussion 1 due* |
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| ***Session 3 October 29, 2014***  Topics: Segmentation, Consumer Behavior  *UK Enterprise discussion due*  *Case Study discussion 2 due* | ***Session 3 November 3, 2014***  Topics: Segmentation, Consumer Behavior  *UK Enterprise discussion due*  *Case Study discussion 2 due* |
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| ***Session 4 November 10, 2014***  *England vs. U.S. (Marketing Environment) Presentations due* | ***Session 4 November 10, 2014***  *England vs. U.S. (Marketing Environment) Presentations due* |
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| ***December 3, 2014***  *Journal due* | ***December 3, 2014***  *Journal due* |
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| ***December 10, 2014 Noon***  *Research papers due* | ***December 10, 2014 Noon***  *Research papers due* |
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**Citations**

Oxford Economics. 2014. The Economic Outlook for the City of London. Retrieved from: <http://www.cityoflondon.gov.uk/business/economic-research-and-information/statistics/Documents/economic-outlook-city-of-london-spring-2014.pdf>

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| ***Technological Requirements*** | You must be familiar with ANGEL, since we will be communicating, conducting online office hours, posting all assignments, and taking all exams exclusively through this application.  If you have technical questions, call the Information Technology Help Desk at 610-892-1362 between 8 A.M. and 5 P.M. Monday through Friday. If you cannot access the course work through ANGEL with your personal computer, ***it is your responsibility to access campus computers to complete the work.***   |  |  | | --- | --- | | **Operating System** | Windows 2000/XP, Vista, or Windows 7; Mac OS X 10.4 or higher | | **Processor** | 2 GHz or higher | | **Memory** | 1 GB of RAM | | **Hard Drive Space** | 20 GB free disk space | | **Browser** | We recommend the latest Angel-supported version of Firefox or Internet Explorer. To determine if your browser fits this criteria and for advice on downloading a supported version, please refer to the following ITS knowledgebase article: [http://kb.its.psu.edu/cms/article/6](http://kb.its.psu.edu/cms/article/6" \t "blank)  Note: Cookies, Java, and JavaScript must be enabled.  Pop-up blockers should be configured to permit new windows from Penn State web sites.   Due to nonstandard handling of CSS, JavaScript and caching,  older versions of Internet Explorer (such as IE 6 or earlier) do not work with our courses. | | **Plug-ins** | Adobe Reader [[Download from Adobe](http://www.adobe.com/)]  Flash Player (v7.0 or later) [[Download from Adobe](https://www.adobe.com/downloads)]  Apple Quicktime [[Download from Apple](https://www.apple.com/quicktime)] | | **Additional Software** | Microsoft Office (2003 or later) | | **Internet Connection** | Broadband (cable or DSL) connection required | | **Printer** | Access to graphics-capable printer | | **DVD-ROM** | Required | | **Sound Card, Microphone, and Speakers** | Required | | **Monitor** | Monitor (Capable of at least 1024 x 768 resolution) | |
| ***Academic Integrity*** | All students are expected to act with civility and personal integrity; respect other students' dignity, rights and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for self and others and a civil community.  Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another persons' work as one's own, using Internet sources without citation, fabricating field data or citations, "ghosting" (taking or having another student take an exam), stealing examinations, tampering with the academic work of another student, facilitating other students' acts of academic dishonesty, etc.  Academic dishonesty violates the fundamental ethical principles of the University community and compromises the worth of work completed by others. A student should avoid academic dishonesty when preparing work for any class. If charged with academic dishonesty, students will receive written or oral notice of the charge by the instructor. Students who contest the charge should first seek resolution through discussion with the faculty member or the campus Director of Academic Affairs. If the matter is not resolved, the student may request a hearing with the University College Committee on Academic Integrity at the campus.  Sanctions for breaches of academic integrity may range (depending on the severity of the offense) from F for the assignment to F for the course. In severe cases of academic dishonesty, including, but not limited to, stealing exams or "ghosting" an exam, students may receive a grade of XF, a formal University disciplinary sanction that indicates on the student's transcript that failure in the course was due to a serious act of academic dishonesty. The University's statement on Academic Integrity from which the above statement was drawn is available at: http://www.psu.edu/dept/oue/aappm/G-9.html  What is Plagiarism and How Do You Avoid It? Review this document IN WHOLE to understand and avoid intentional and unintentional plagiarism. <http://wpacouncil.org/files/wpa-plagiarism-statement.pdf> |
| ***Students with disabilities*** | In accordance with the Americans with Disabilities Act of 1990, it is Penn State’s policy to provide reasonable academic adjustments for students with documented disabilities. If you have a disability-related need for modifications in this course, contact Sharon Manco, 610-892-1461 or [sam26@psu.edu](mailto:sam26@psu.edu). This notification should occur by the end of the first week of the semester. Students may visit [www.equity.psu.edu/ods/](http://www.equity.psu.edu/ods/) for complete information. |
| ***Weather*** | Because this class is online, no campus closings will affect the due dates for assignments or projects in this class. |