Course Objectives

This course is designed to give students an understanding of

- The global business environment—economic, cultural, and political—and how to apply this understanding to marketing strategy
- How to assess and address local and global buyers and local and global competitors
- How to select and enter foreign markets
- How to best balance global and local considerations when developing the marketing mix
- How best to organize the firm for global marketing
- How to research a Country Market Report

This course carries a global cultures flag.
Grading

Test 1 11%
Test 2 11%
Test 3 11%
Test 4 11%
Class Participation 16%
Group Project Update 5%*
Group Presentation 5%*
Group Written Report 30%*

*Your group grade(s) may be adjusted downward if you are the group slacker.* Group members will evaluate each other. I will take this input into account when assigning individuals final grades for group assignments. I can give students feedback about group input only in general terms as specific comments and grading will be kept confidential. Grade adjustments will be made after the last day of class and posted on Blackboard.

Grade Computation

100 ≥ A ≥ 92 77 > C ≥ 73
92 > A- ≥ 90 73 > C- ≥ 70
90 > B+ ≥ 87 70 > D+ ≥ 67
87 > B ≥ 83 67 > D ≥ 63
83 > B- ≥ 80 63 > D- ≥ 60
80 > C+ ≥ 77 F < 60

Class Website

Web-based, password-protected class sites are available for students enrolled in accredited courses taught at the University. Go to [http://canvas.utexas.edu/](http://canvas.utexas.edu/). Syllabi, handouts, assignments and other resources are types of information that may be available on these sites. Class e-mail rosters will be a component of these sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on FERPA related issues see [http://registrar.utexas.edu/students/records/ferpa/](http://registrar.utexas.edu/students/records/ferpa/)

Tests

Tests will consist of multiple choice and/or true false questions. Each will roughly cover 25 percent of the course content. All tests must be taken at the assigned time.
Country Market Report

Students will each be assigned to a (usually 4-person) group. Please see the list of projects below. Directions for applying for specific projects will be given in class. Each group will be expected to turn in a preliminary update and a final report and to present your findings and conclusions to the class

- Project Update

  o In this assignment you should address the following sections of the Country Market Report Outline (found on the course Blackboard site under Assignments): (1) Economic Environment, (2) Political Environment, (3) Cultural Environment, (4) Competition, and (5) Proposed Target Market(s). Please note that the CMR outline presents key source suggestions as well as a specific guide for topics to address and questions to answer. Look under Marketing Strategy in the outline for instructions on target market(s). Try to find as many numbers as possible for a size estimate of your target markets. In addition to the Internet you should use the sites available on the UT library website. Please contact the professor if you have any problems or questions about sources.

  o Be sure that all members of the group have read the latest Commercial Guide for your country located under “Market Research Library” on the U.S. government export portal: www.export.gov. You should also check this site for industry specific reports. You will need to register but this is easy. Put down the University of Texas as your organization.

  o This assignment should be about 6 pages (double spaced in font 12 with normal margins) exclusive of the sources section. Write in full sentences (essay format).

  o The update should present a summary of your research. You should briefly identify key findings/issues that will likely affect your decision concerning the viability of this market for your product/service and how economic, cultural, political, regulatory, and competitive factors could affect this decision. Be sure you don’t just list information but that you explain its significance to your particular business model. Because of the page limit for the outline, don’t be more detailed than is necessary to clearly make a point. You can add more detail in the final paper.

  o A list of sources (fully identified) should be compiled relating to each chapter (2-6) and these should include not only free sources from the Internet but also other sources provided by the UT Library. Identify the ones found via the UT Library website with an asterisk (*). Each reference should be followed by a 1-2 sentence description of the source and its value to your research.

  o At this point in your research, you should have at least 20 sources.
CMR

- The CMR should be 24-30 pages—exclusive of notes, references, and exhibits—double spaced in font 12 with normal margins.
- **Again, an organizational outline for this report is posted on your class Blackboard site under Assignments.** Your report should follow this outline. Please remember, however, that this is not a scavenger hunt in which you simply look for information to fill in the blanks. Some information will be easier to find than other information. Some information will be incomplete or contradictory. You should acknowledge this as you build a balanced, well-researched argument for your final action decisions. This is predominately an analytical exercise, but creativity is necessary as well.
- The report may have up to 5 exhibits. Each exhibit should clearly state its sources and be referred to in the text of the report. Also, the relevance of each exhibit and the conclusions to be drawn from it should also be clearly stated in the text of the report.
- Follow the instructions for sources and referencing found in the CMR Outline.

Presentation

- Each group will be assigned a date for a 20-minute presentation of their CMR.
- The grade for this will be for presentation style. Cover all the topics in the CMR outline and in the order requested by the outline. Present nice slides and pace yourself well. Emphasize key points and provide detail as appropriate in light of the time limit. It is not required that all members of the group present, but it is nice if they do. Don’t worry if some members are less talented at public speaking. I am pretty generous in this regard as long as a good faith effort is apparent.
- Dress should be business casual.

Attendance/Class Participation

At 16 percent of the total grade, an excellent class participation grade can often make the difference between an A in the course or a B in the course. All students should complete the reading assignment and be prepared to discuss the case or other assignment for the date listed in the syllabus. Students will be expected to listen to each other and courteously respond to the ideas of others. Your ability to do these tasks well will primarily determine your participation grade. Students are not only expected to volunteer to speak but should be expected to be called upon without warning. **Therefore, let the professor know in writing before class if you are unprepared on any day. Beginning Wednesday, January 25 roll will be taken and it is the student’s responsibility to sign the roll.** Also, a seating chart will be established. Information sheets with pictures must be turned in on January 25. **Failure to do so will affect the class participation grade.** Students may miss class three times without receiving a specific attendance penalty (which increases the more you miss class after that). I do not police reasons for absence, but all reasons should be good ones.
Students with Disabilities
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, http://www.utexas.edu/diversity/ddce/ssl/.

Religious Holy Days
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Policy on Scholastic Dishonesty
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx. By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at http://deanofstudents.utexas.edu/sjs/ to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Campus Safety
Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, http://www.utexas.edu/safety:

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: http://www.utexas.edu/emergency.
Course Schedule

(Subject to moderate change. Remember to check course website regularly.)

Session 1, January 18
  Introduction
  Reading: Chapter 1

Session 2, January 23
  Culture and Marketing
  Reading: Chapter 3

Session 3, January 25
  Culture (continued)  PICTURE SHEETS DUE

Assignment: Search the Internet for articles/websites on “business culture” and/or “business etiquette” for a country of your choice. Consult at least two sources.

- Explain how some of your researched insights might be explained by the country’s Hofstede scores.
- Also identify cultural paradoxes (at least one). What advice appears to contradict the country’s Hofstede scores?
- What other cultural insights appear to relate to concepts identified in Chapter 3?

Session 4, January 30
  Markets and Politics
  Reading: Chapter 4

Session 5, February 1
  Understanding Global Buyers
  Reading: Chapter 5

Session 6, February 6
  Global Buyers (continued)

  Case: 5.2: Questionable Payments, p. 162
Session 7, February 8
Test 1: Test covers material since beginning of course.

Session 8, February 13
Beginning the CMR

- What countries does your company operate in?
- Read the Country Market Report Organizational Outline on Blackboard under Assignments. **Print this out and bring it to class!**
  - For your business model, what aspect of culture should you research? List at least three ideas.
- Go to the U.S. Government Export Portal at [www.export.gov](http://www.export.gov) and locate the Country Commercial Guide for the country of your project. These guides can be found under ‘Market Research’. **Please note: Most countries will have a 2016 guide, but some may only have a 2015/4 guide.** Become familiar with the guide. It can save you lots of time and effort and often has information difficult to find elsewhere. **Print out the first page of your Commercial Guide and bring it to class!**
- Visit the Global Edge site (see [http://globaledge.msu.edu](http://globaledge.msu.edu)). Be ready to explain three sources that will be useful to your Country Market Report.
- Go to Business Monitor (BMI) accessed through our library site at [www.lib.utexas.edu](http://www.lib.utexas.edu). Then click on *Find Articles Using Databases.* See what this source has available on your country?
  - Identify a current opportunity or challenge in your country’s economic environment.
  - Identify a current opportunity or challenge in your country’s political environment.
  - Does Business Monitor have a special report on your industry (or a related industry) in your country?
- Go to MarketLine Advantage accessed through our library site at [www.lib.utexas.edu](http://www.lib.utexas.edu). Look here for special reports relating to your industry and country.
- Go to Business Source Complete accessed through our library site at [www.lib.utexas.edu](http://www.lib.utexas.edu). Look here for special reports relating to your industry and country.

Session 9, February 15
Competing for Foreign Markets
Reading: Chapter 6

Session 10, February 20
Global Competition (continued)

*Case 6.3: The New Cola Wars, p. 192*
Session 11, February 22
Foreign Exchange Review
Reading: Read Chapter 2, especially focus on pp. 27-35 for today’s discussion. See the CMR Outline for suggestions for researching your currency.

Assignment: Each member of each group should be prepared to discuss the history of their market currency, predictions for the future of that currency, and the reasons behind those predictions. In addition, they should be ready to explain how a devaluation or revaluation of that currency against their business’s home currency or a major competitor’s currency could affect their business plan.

Session 12, February 27
Group Time: Class does not meet but professor is available for consultation in office.

TUESDAY, FEBRUARY 28: Each group should e-mail the professor a copy of their Project Update by 5:00 p.m.

Session 13, March 1
Researching Global Markets
Reading: Chapter 7

Case 7.1: Surveying the Turkish Clothing Industry, p. 222

Session 14, March 6
Market Choice
Reading: Chapter 8

Case 8.3: The Global Baby Bust, p. 270

Session 15, March 8
Test 2: Test covers material since Test 1. But you do not need to study the section on Balance of Payments in Chapter 2.

********SPRING VACATION********

Session 16, March 20
Modes of Entry
Reading: Chapter 9
Session 17, March 22
Global Product and Service Strategies
Reading: Chapters 10 and 11 pp. 342-347


Session 18, March 27
Branding Decisions
Reading, Chapter 11 pp. 347-360

Case 11.1: Chasing Pirates, p. 363

Session 19, March 29
International and Global Pricing
Reading: Chapter 12

Case 12.1: The Price of Coffee in China, p. 399

Session 20, April 3
Test 3: Test covers material since Test 2.

Session 21, April 5
Global Distribution
Reading: Chapter 13

Case 13.2: Who’s to Blame, p. 438

Session 22, April 10
Class Presentations
Groups to be announced

Session 23, April 12
Class Presentations
Groups to be announced

Session 24, April 17
Class Presentations
Groups to be announced
Session 25, April 19
Group Time

Session 26, April 24
Global Promotion
Reading: Chapters 14 and 15

CMR DUE TUESDAY APRIL 25 AT 2:00 P.M. PLEASE EMAIL A COPY TO THE PROFESSOR AND DELIVER A HARDCOPY TO THE MARKETING DEPARTMENT AT CBA 7.202.

Session 27, April 26
Global Promotion/ Organizing for Global Marketing
Reading: Chapter 16

Case 14.1: The South American Sales Dilemma, p. 468

Group evaluations will also be administered in class today.

Session 28, May 1
Organizing for Global Marketing
Case 16.1: How Local Should Coke Be? p. 530

Session 29, May 3
Test 4: Test covers material since Test 3.