

GLOBAL MARKETING MANAGEMENT

CREDIT	3	INSTRUCTOR	PENG CHAN
OFFICE		OFFICE HOURS	
TIME	15:20 ~ 17:00	CLASSROOM LOCATION	TBA
E-MAIL	pengchan@gmail.com		

[COURSE INFORMATION]

COURSE DESCRIPTION & GOALS	<p>This course is designed to give students an understanding of</p> <ul style="list-style-type: none"> • The global business environment and how to apply this understanding to marketing • How to conduct a country feasibility study and market research • How to select and enter foreign markets • How to best balance global and local considerations when developing the marketing mix • How social media impacts global marketing 														
PREREQUISITE	Basic knowledge of marketing principles														
COURSE REQUIREMENTS	<p>This is a very important class for international business students. The class focuses on the “how to” and expects active and lively participation from every student. <i>Cases</i> will be used as the primary learning vehicle. Case analysis is required at both group and individual levels. Lectures, videos and exercises will also be used.</p>														
GRADING POLICY	<table> <tr> <td>Class attendance</td> <td>5% (for full attendance only)</td> </tr> <tr> <td>Course Participation</td> <td>15%</td> </tr> <tr> <td>Project Presentations</td> <td>40%</td> </tr> <tr> <td>Exam I</td> <td>20%</td> </tr> <tr> <td>Exam II</td> <td>20%</td> </tr> <tr> <td></td> <td>-----</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Class attendance	5% (for full attendance only)	Course Participation	15%	Project Presentations	40%	Exam I	20%	Exam II	20%		-----		100%
Class attendance	5% (for full attendance only)														
Course Participation	15%														
Project Presentations	40%														
Exam I	20%														
Exam II	20%														

	100%														
TEXTS & NOTES	<p><u>Textbook</u></p> <p><i>The New Global Marketing: Local Adaptation for Sustainability and Profit</i> by Johny K. Johansson and Michael T. Furick, 2018, Cognella Publishing. ISBN: 978- 1-5165-0467-1 and 978-1-5165-0468-8.</p> <p>[Available from https://students.universityreaders.com/store/]</p> <p><u>Suggested Readings</u></p> <p>Business Week, AsiaWeek, Fortune, McKinsey Quarterly, Harvard Business Review, Journal of Marketing, Journal of International Marketing, etc.</p>														

INSTRUCTOR'S PROFILE	<p>Dr. Peng Chan is Full Professor of Strategic Management at California State University-Fullerton, USA. He is Chairman and President of Global Management Group, an international consulting network that focuses on the Asia-Pacific region and the Americas. Dr. Chan is recognized as a pioneer and leading authority on strategy, franchising and artificial intelligence in the Asia-Pacific region. He has written 2 books and published over 250 articles.</p>
-----------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

[WEEKLY SCHEDULE - subject to change by Instructor]

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
1	<ul style="list-style-type: none"> Understanding the Global Marketing Environment Evaluating Cultural and Social Environments Analyzing Political and Legal Environments Integrating Global, Regional, and National Markets 	<p>GLOBAL MARKETING ENVIRONMENTS</p> <p>Readings: Chapters 1-5</p>	
2	<ul style="list-style-type: none"> Conducting Marketing Research Selecting International Markets Entering Global Markets Segmenting, Targeting, and Positioning for Global Markets 	<p>GLOBAL MARKETING FUNCTIONS AND STRATEGIES</p> <p>Readings: Chapters 6-9</p>	
3	<ul style="list-style-type: none"> Developing Global Products and Brands Setting Global Prices Global Placement and Distribution Channels Launching Global Communication and Advertising <p style="color: blue; margin-top: 10px;">EXAM I</p>	<p>THE FOUR Ps OF GLOBAL MARKETING</p> <p>Readings: Chapters 10-13</p>	

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
4	<ul style="list-style-type: none"> • Using Social Media for Global Marketing • Designing and Controlling Global Marketing Systems • Defining Ethics and Corporate Social Responsibility in the International Marketplace 	NEW TRENDS IN GLOBAL MARKETING Readings: Chapters 14-16	
5	<ul style="list-style-type: none"> • Case presentations & discussions 	Everyone reads assigned cases and prepare for case discussion	
6	<ul style="list-style-type: none"> • Case presentations & discussions (continued) <p>EXAM II</p>	Everyone reads assigned cases and prepare for case discussion	