

PENNSYLVANIA STATE UNIVERSITY
Center Valley Campus SPRING 2014
8 Week accelerated 2nd semester Spring with Study
Abroad in Peru
BA 455 Global Marketing

“Tentative efforts lead to tentative outcomes. Therefore, give yourself fully to your endeavors. Decide to construct your character through excellent actions and determine to pay the price of a worthy goal. The trials you encounter will introduce you to your strengths. Remain steadfast ... and one day you will build something that endures; something worthy of your potential.”

Epicetetus, Roman Teacher, Philosopher 55- 135 A. D.
(He must have been a mountaineer too!)



...where you meet and befriend your inner mountaineer

PRACTICAL, POSITIVE, PERSONAL, PERSUASIVE, PASSIONATE

“Whatever be the detail with which you cram your student, the chance of his meeting in after-life exactly that detail is almost infinitesimal; and if he does meet it, he will probably have forgotten what you taught him about it. The really useful training yields a comprehension of a few general principles with a thorough grounding in the way they apply to a variety of concrete details. In subsequent practice the (students) will have forgotten your particular details; but they will remember by an unconscious common sense how to apply principles to immediate circumstances.”

Whitehead, “The Aims of Education.”

Welcome Team!!

The fact that you are taking this Global Marketing course indicates that you are close to reaching your summit goals at PSU. This final part of your academic journey will be rigorous, and will require you to integrate what you have learned over your academic journey. So apply yourselves as individuals, in teams, and in the ‘real world’ collaborative opportunities that this course will challenge you with. This accelerated FlexLearning course will familiarize you with similar technology platforms that you will encounter and be expected to use in the global business environment when you graduate. I look forward to guiding you on this expedition!!!

Global Marketing is employed in everything we do in life both personally and professionally....they are inseparable as we are all consumers! Consequently, this course is designed to give you insights into both dimensions.... I have read the text book and all of the cases and articles you will encounter in this course, so I am looking for much more thought in your responses and not merely having the subject matter regurgitated in our class discussions and in your writings.....I want to know how you think and feel because you will be confronted with new challenges daily that will require you to apply these concepts and ideas....this is a chance to build your “life’s tool belt”.

As a general rule of thumb for all discussions and questions in both our face to face and on-line class sessions, I am looking for your personal insights on how the questions relate to you and your life’s marketing strategy.

What do you think?

How do you feel?

What have been your experiences if any?

How does this relate to your life strategy of dealing with uncertainty, ambiguity, rapid change, discontinuity, etc. in the world?

What did you learn?

How will you apply what you just learned?

I use the SOCRATIC method of inquiry in this class....in other words, I ask you a lot of questions that go several levels deep which is pretty much like the real world you will graduate into.

Assignments are due Thursday and Sunday night by midnight

Instructor:

Michael J. Krajsa
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Penn State University - Lehigh Valley

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(Cell) 610 730-5790 – No calls after 9 p.m.

E-mail: mjk38@psu.edu. EMAIL IS THE PREFERRED METHOD OF COMMUNICATION OR STOP BY MY OFFICE

I am always willing to be of assistance to you!

Web site: <http://www.lv.psu.edu/dto2/>

ANGEL homepage: (for course information) <https://cms.psu.edu/frameIndex.htm>

Office Hours: Office Hours: Tuesday and Thursday, 1:30 – 4:30, 5:45 PM till 6:15PM or by appointment or by SKPYE

Course Text

[International Marketing, 14th Edition](#)

Philip R. Cateora, UNIV OF COLORADO-BOULDER

John Graham, UNIV OF CALIFORNIA IRVINE

Hardcover, 744 pages

©2009, ISBN-13 9780073380988

- Other Readings including HBR articles/cases that may be assigned or distributed in class.

Catalog description

YOU ARE RESPONSIBLE TO HAVE COMPLETED ALL THESE COURSES!

B A 422W Strategic Business Planning (3) Presentations and discussion of contemporary business issues by students and visiting professionals; emphasis on effective business communications. Prerequisite: [B A 421](#), [MGMT 301](#), [MKTG 301](#), [FIN 301](#) . Prerequisite or concurrent: [B A 495A](#), [B A 495B](#) or [B A 495C](#)

Course Description

This is a global marketing course designed to integrate knowledge, skills, and tools from other disciplines—management, finance, accounting, etc.—to facilitate an understanding of global marketing decision making. Global marketing, the focus of the course, has been attributed to the relative differences in the performance of organizations, especially businesses, within and across industries and countries. Managers, entrepreneurs, and business leaders collaborate and develop global marketing strategies to take advantage of opportunities in the marketplace and in so doing create or erode value for stakeholders in ways that are difficult to be replicated by competitors. Having a global marketing strategy is becoming critical to the success or failure of organizations.

Global marketing strategy is the recognition of an opportunity and a plan to leverage it anywhere in the global market place, but global marketing also recognizes and deals with threats to the firm. These opportunities and threats can be traced to external forces (other countries)—changes in customer tastes and preferences, competitors' actions, technological breakthroughs, regulatory changes, demographic trends, and many more. Opportunities also arise from a business leader's vision, an entrepreneur's convictions, and a manager's values and/or personal judgments.

The course is designed as an advanced introduction to global marketing strategies and is ideal for participants with different backgrounds and experience including undergraduate business majors, working adults in business and industry, professional administrative staff, supervisors, and managers whose duties and responsibilities overlaps with or requires the performance of some aspect of a business operation. Finally, this course can serve as a comprehensive prerequisite for graduate work in business administration and management or other investment profession such as accounting, finance, or public administration.

- **Objectives:** Successful completion of BA 445 will enable you to:
- introduce participants to the concept of global marketing at the corporate, business, and functional levels and to show how global marketing strategies contribute to a firm's performance.
- Learn that global marketing strategy is driven by and should reflect the organization's mission and long term goals and objectives.
 - help participants develop skills in analyzing the dynamic environment firms compete in the global marketplace.
 - identify the capabilities of firms and recognize the demands and challenges of crafting a global marketing strategy—strategy formulation
- understand that global marketing addresses decisions regarding the selection or choice of which businesses, products, markets, customers the

- firm intends to serve as well as the methods or approaches that will be deployed to perform these activities— global marketing strategy implementation .
- learn and understand that global marketing strategy requires the ‘right’ combination—timing, order or progression of programs or initiatives, and an unambiguous and convincing value creating logic.
 - learn that global marketing strategy is futuristic and therefore provides an ideological and navigational instrument for a diversity and multiplicity of organizational decisions—operational and tactical.
 - inform and guide participants in intelligent s global marketing strategic decision making
 - Develop your ability to think strategically, including determining opportunities for creating and sustaining competitive advantage on a global scale
 - Build your skills in conducting market analyses, particularly in a globally competitive environment.
 - Gain experience in developing and executing global marketing strateies, including learning how to build global strategy-enabling marketing organizations.
 - Expand your confidence in functioning as part of a markeitng development team.
 - Integrate the knowledge gained in earlier course work, comprehend how the various pieces of the business create synergy, and demonstrate your ability coordinate various business segments in marketing harmony.
 - Develop your managerial judgment skills, improve your ability to assess business risk, and provide a framework for making sound decisions and achieving effective outcomes.
 - Enhance your business writing skills.
 - Gain understanding of the strategic value of exemplary ethical principles, solid personal and company values, and socially responsible management practices in all marketing areas.
 - to improve your analytic and communicative skills;
 - to develop an appreciation for understanding the behavior of people in organizational situations in different cultures

Class Attendance, Preparation and Participation

Class participation, preparation, and attendance online is mandatory. It is essential for facilitating exchange and interaction among participants. Similarly, class preparation and participation is indispensable for creating and enriching the

learning environment. Therefore, class attendance, preparation, and participation are fundamental in ensuring an in-depth understanding of the subject.

Preparation to class imply students have read assigned materials prior to coming to class and are ready to ask questions, argue, express opinions, make comments, and challenge everything rather than accepting things at face value. Participants' experiences, opinions, and observations are valuable and critical to learning and will be rewarded. In order to facilitate critical thinking, questions will be asked and you will be called upon to share anecdotal experiences, and more importantly discuss how they relate to concepts and theoretical models discussed in class.

ASSIGNMENTS ARE DUE THURSDAY AND SUNDAY

This is a writing intensive ACCELERATED course. Reading & Writing Exercises Along with Current Events are interwoven into your assignments which are due twice weekly on Thursday and Sunday which is why it is 60% of your grade. If your assignment is a day late, it will be graded starting at a 90%. If 2 days late it will be graded starting at an 80%. Any other late submissions are a 0. If you have an emergency, let me know ahead of time NOT afterwards, since the course is available for you to work on in advance, I suggest you plan and work ahead if you have upcoming commitments....this is your time management responsibility!

Assignments are due on the designated dates to reflect your timely participation in this class. These assignments are posted in ANGEL so please be respectful of your fellow classmates' time by completing them in a timely manner and doing your part.

Guide to the discussions:

WHAT AM I LOOKING FOR IN YOUR REPOSES TO ALL CLASS

Assignments THIS SEMESTER?

I am looking for you to respond to the question with cogent paragraphs that make sense to the reader. Since this is a writing intensive course, each assignment will have a suggested minimum word count. You are also to read and respond to at least 2 of you classmates' comments under each discussion question with several cogent paragraphs. You can agree, disagree, offer insights,...etc. Please be civil in your exchanges. Divergent and innovative views are encouraged in this class. Remember to incorporate experiences, examples, current issues in your responses to show how the points of these articles apply in real time to what you do or what you observe, etc. As a general rule of thumb for all discussions and questions, I am looking for your personal insights on how the questions relate to you and your life's global strategy. What do you think? How do

you feel? What have been your experiences if any? How does this relate to your life strategy of dealing with different cultures, uncertainty, ambiguity, rapid change, discontinuity, etc.? What did you learn? How will you apply what you just learned?

Please feel free to express your opinion!!!!.... opinions and ideas are valued by employers, but make sure your comments are respectful and civil!

As a general rule of thumb for all discussions and questions in both our face to face and on-line class sessions, I am looking for your personal insights and self-development on how the questions relate to you and your life's strategy. What do you think? How do you feel? What have been your experiences if any? How does this relate to your life's strategy of dealing with uncertainty, ambiguity, rapid change, discontinuity, etc.? What did you learn? How will you apply what you just learned?

Also, you read and respond to respond to at least 2 of you classmates' comments. This is way to become familiar with your classmates as well as their perspectives on various topics. Respond to their insights with 1 or 2 cogent paragraphs that make sense to the reader.

Remember, you will be graded on meaningful commentary so vague or overly brief comments such as "sounds like you know what you're talking about" or "I agree" won't earn you many points!

To further expand your horizontal knowledge and thinking, I encourage you to read current events from popular business publications which provide a rich context to bridge the gap between strategic management concepts and practical applications. Thus, in addition to your assigned readings participants are required to read business magazines regularly. The objective is to gain familiarity with the business environment, identify global marketing concepts in the popular press, and explore the implications certain social and economic issues may have for businesses. Publications such as *Business Week*, *The Wall Street Journal*, *The New York Times*, *Fortune*, *Forbes*, *Fast Company*, *Money*, *INC*, and *The Economist*, among others. These should be incorporated into your online and face to face participation and assignments

The fundamental goal for these reading and writing exercises is to provide you with opportunities that will enable you to recognize and analyze global marketing issues, problems, and applications from the contemporary business arena, and discuss their strategic or policy implications for individuals, businesses, industry, and society at large. In addition, these exercises are designed to improve your

writing and oral communication skills as well as reinforce your analytical skills.

When reading these articles you should ask yourself:

- (1) What is the global marketing issue(s) or problem(s) discussed in the in the article?
- (2) What global marketing concepts are illustrated by the article?
- (3) What types of global marketing decisions are exemplified by the article?
- (4) What are the implications for employees, managers, businesses, and the society at large?
- (5) What would I do in this situation?

(PLEASE SEE GRADING RUBRIC FOR DISCUSSION BOARDS in ANGLE)

Grading

The final grade will be computed on a weighted average of individual and group efforts and performance including current event reports, case analysis reports, case presentations, class exercises, class attendance, class preparation, and participation.

- Class Attendance, Preparation, Participation 10%
(you are expected to be prepared and interact in this class discussion boards or face to face in a timely manner)
- Mid term Exam 15%
- Final Exam 15%
- Online Writing/and or oral presentation Assignments
And discussion forums 60%

Course components and weighting:

The deliverables for the course and their weighting are detailed as follows:

Grading Scale:

Grade	Percent	Point Value	Grade	Percent	Point Value
A	93 – 100%	925-1000 points	C +	77-79%	765-794 points
A -	90 – 92%	895-924 points	C	70-76%	695-764 points
B +	87 – 89%	865-894 points	D	60-69%	595-694 points
B	83 – 86%	825-864 points	F	Below 60%	Less than 595 points
B -	80 – 82%	795-824 points			

Instructional Method

Class and online discussions, Lectures, Case Studies, Analysis, Individual & Group Exercises and Presentations, etc.

STUDENTS WITH DISABILITIES

Penn State welcomes students with disabilities into the University's educational programs. If you have a disability-related need for modifications or reasonable

accommodations in this course, please inform the instructor or contact Linda Rumfield in Disability Services, 610-285-5124, Room123 Academic Building, as early in the semester as possible.

ACADEMIC INTERGRITY:

Academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of Conduct states that all students should act with 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 efforts.

Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others." —From Penn State University Academic Policy 49-20 <http://www.psu.edu/ufs/policies/>. For further guidance on matching punishment with infraction, "Sanctioning Guidelines for Academic Integrity Violations" at <http://www.psu.edu/oue/aappm/G-9.html>. Academic dishonesty includes, but is not limited to cheating, plagiarism, fabrication of information or citation, prior possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Details can be found at

<http://www.lv.psu.edu/Academics/26799.htm?cn21=&cn21>

PLEASE NOTE: Students who are charged with an Academic Integrity violation may not withdraw from a course while a case is unresolved.

Students may find these links helpful as well [certified disabilities](#) and the principles for "[Promoting a Vibrant Learning Culture](#)."

SPRING 2013 EXPEDITION MAP

Refer TO ANGEL FOR ALL ASSIGNMENTS AND CONTENT
And due dates

Course Schedule

Day/Date	Topic/Article	Text	Assign Due	Grade
3/14		Ch 1		
3/17		Ch 2		
3/21		Ch 3		

3/24		CH 4 & 5		
3/28		Ch 6		
3/31		Ch 7 & 8		
4/4		Ch 9		
4/7	MIDTERM DUE Chapters 1-9 take home	CH 10		
4/11		Ch 11		
4/14		Ch 12		
4/18	,	CH 13		
4/21		15		
4/25				
4/28	FINAL EXAM Due			

NOTE: This schedule and syllabus is subject to change at the discretion of the instructor to take advantage of current opportunities and experiential learning opportunities!