

INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY
SCHOOL OF ECONOMICS
INTERNATIONAL BUSINESS DOCTORAL PROGRAM

SYLLABUS

I. GENERAL INFORMATION

Course Title : GLOBAL MARKETING
Code and Number : INBU 7120
Credits : Three (3) credits
Academic Term :
Professor :
Office Hours :
Telephone Number : 787-250-1912
E-Mail Address :

II. DESCRIPTION

Analysis of marketing and the global and international implications with emphasis on Latin American and Caribbean Companies. Review of marketing theory and practice across national and global borders, marketing and marketing research within different foreign environments. Analysis of the external and internal variables in the international environment and the development of marketing strategies by international companies. Pre-requisites: BADM 5090.

III. OBJECTIVES

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

1. Analyze Marketing Across Global Borders and Globalization.
2. Analyze a marketing mix in a globalized environment.
3. Analyze the differences between marketing and selling for international companies based in Latin America and the Caribbean.
4. Analyze the reasons for firms to internationalize.
5. Understand the global and multinational environment.

6. Be able to differentiate global and international marketing.
7. Analyze difficulties in global marketing. Be able to write professional level marketing executive reports and interact effectively.
8. Strategies for Foreign Market Entry.
9. Describe competitive alliances including joint ventures, licensing, franchising in Latin American and Caribbean companies.
10. Analyze foreign production, selecting, and managing marketing intermediaries of selected Latin American and Caribbean Companies.
11. Describe factors in channel selection for Latin American and Caribbean companies.
12. Understand the distribution the process of distribution in international marketing for Latin America and Caribbean companies.
13. Analyze the strategies of reaching the consumer and communicating with the market through different distribution channels in selected Latin American and Caribbean Companies.
14. Inter-cultural Marketing Negotiations and communications.
15. Describe the influence of culture on the process of business negotiations in international companies.
16. Pricing, credit and term of business.
17. Describe the differences on pricing decisions. Market influences, cost related influences, public policy influences, competitive influences of international companies.
18. Understand pricing strategies of international companies.
19. Apply theories on export pricing of international companies with emphasis on Latin American and Caribbean companies.
20. Describe and transfer pricing. International price standardization international companies with emphasis on Latin American and Caribbean companies.

IV. COURSE CONTENT

- A. Global Markets and Buyers and Global Marketing Research Strategic Marketing: Introduction and Market Definition
- B. Developing a Global Mindset and Global Marketing set
- C. Global Market Entry Strategies
- D. Inter-Cultural Communication

Case Study 1:

Ilkka. I. (1996). Implementing global marketing strategy: An interview with Whirlpool. Corporation International Marketing Review, Vol. 13 No. 3, pp. 56-63.

Case Study 2:

F. P, M .L and H. A. (2006). The Meaning of Difference: Beyond Cultural and Managerial Homogeneity Stereotypes of Latin America. Management Research, vol. 4, no. 1

Case Study 3:

Felzensztein, C. (2011). The Chilean wine industry: new international strategies for 2020. Vol. 1, pp. 1-12, Q Emerald Group Publishing Limited, ISSN 2045-0621

ICFA Journal of Marketing Management
Journal of Interactive Marketing
Journal of Internet Commerce
Journal of Product and Brand Management
McKinsey Quarterly
Strategic Communications Management
Young Consumers

V. ACTIVITIES

1. Professor Lectures
2. Supplementary Readings
3. Case Study Internet Research
4. Case Study Analysis and Reports
5. Power Point Presentations
6. Class Discussions

VI. EVALUATION

Case Studies:

There will be 5 Case Studies covering contemporary marketing issue:

Case Study I	20%
Case Study II	20%
Case Study III	20%
Case Study IV	20%
Class participation	<u>20%</u>
Total:	100%

VII. SPECIAL NOTES

1. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro's Student Center.

2. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.

<http://metro.inter.edu/servicios/documentos/reglamentosestudiantes2006.pdf>

Inter has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student' Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

3. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

VIII. EDUCATIONAL RESOURCES

Textbooks:

Cateora, P. R., and Graham J. L. (2011). *International Marketing*. 15th Edition, McGraw Hill (ISBN: 978-0-07-352994-3).

Chaney L. N., and Martin J. (2013). *Intercultural Business Communication* 6TH Ed. Pearson ISBN -13 978-0-13-297-127-0.

Kern, R. and R. Peterson, *Strategic Marketing* 12th ed., New Jersey: Pearson Education, Inc., Prentice Hall 2009.

Wilson, Richard M.S. and Colin Gilligan. *Strategic Marketing Management: Planning, Implementation and Control*, 3rd ed., Butterworth and Heinemann, 2005.

IX. ACTUAL AND CLASSIC BIBLIOGRAPHY

Books:

Adler, N. and Bartholomew, .S., (1992). *Managing Globally Competent People*, Academy of Management Executive , 6, 52-65.

Akbar, Y. and McBride B., (2004). Multinational enterprise strategy, foreign direct investment and economic development. The case of the Hungarian Banking Industry, Journal of World Business, 39.

Czinkota, M., R. and Ronkainen ,Ikka. (2004). *International Marketing*, International.

Bakacsi G., T. S., Karacsonyi A., Imrek V., (2002). *Eastern European Cluster: Tradition and Transition*, Journal of World Business 37, page 69-80.

Blazejewski, S. and Dorrow W. *Managing organizational politics for radical change: the case of Beiersdorf-Lechia S.A.*, Poznan Journal of World Business, 2003, vol. 38, issue 3, pages 204-223.

Buck, Trevor, (2003). *Modern Russian corporate governance: convergent forces or product of Russia's history?* Journal of World Business, 38 (4), 299-313.

Douglas B. Hold, John A. Quelch and Earl L. Taylor. *How Global Brands Compete*. Harvard Business Review, Vol. 82, no.9, 2004, pp. 68-75.

Jeanneat, J. and Graham, J. L. (2003). *International Marketing*. International Edition, 11th, McGraw.

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