American Public University System

The Ultimate Advantage is an Educated Mind

School: Business
Course Number: MKTG 602
Course Name: Global Marketing Strategy
Credit Hours: 3 hours
Length of Course: 8 weeks
Prerequisite: None

Table of Contents

	Evaluation Procedures
Course Description	Grading Scale
Course Scope	Course Outline
Course Objectives	Policies
Course Delivery Method	Academic Services
Course Resources	Turnitin.com

Course Description (Catalog)

This course is a study of the elements involved in such key global marketing functions as product, price, place and promotional activities. Students will evaluate global marketing opportunities, develop strategy, and simulate implementation of it as it relates to total organizational strategy.

Table of Contents

Course Scope

This course provides tools for marketing management decision processes and marketing systems in the global environment; application to multinational business operations and strategy development; marketing techniques of foreign market entry. Emphasis is on marketing mix and how it is adapted to the global environment.

Table of Contents

Course Objectives

The main goals of the course are to provide you the tools that are used for marketing management decision processes and marketing systems in the global environment. This course is also designed to provide:

1. A view of international marketing
2. A overview of the international trade issues
3. Foundations of cultural understanding
4. Cultural dynamics in global markets
5. Business customs and practices in global marketing
6. The various patterns of multinational cooperation and the strategic marketing implications of economic cooperation for marketing

Table of Contents

Course Delivery Method

This course, delivered via distance learning, will enable students to complete academic work in a flexible manner, completely online. Course resources and access to an online learning management system will be made available to each student. Online assignments are due each week as noted and include forum questions (accomplished in groups through a threaded forum), examinations, and individual assignments submitted for review by the Faculty Member. Assigned faculty will support the students throughout this eight-week course.

Table of Contents

Course Resources

Required Course Textbook

Global Marketing Management by John A. Quelch and Christopher A. Barlett. 5th edition. Thompson-SouthWestern Publishers. 2006. 0-324-32284-4

Websites and Videos
In addition to the required course texts, the following public domain websites and video links are useful. Please abide by the university's academic honesty policy when using Internet sources. Note website and video addresses are subject to change.

- American Psychological Association (APA) Style Website
- Purdue Online Writing Lab
- YouTube Video on Formatting an APA Style Paper
- Microsoft Office Training Website
- YouTube Videos on Microsoft Excel for Beginners
- Needles, Powers, and Crosson Textbook Companion Website
- Turnitin Website

- YouTube Video Accounting Lectures by Susan Crosson
- principlesofaccounting.com
- NetMBA.com

Evaluation Procedures

Weekly Assignments

There are weekly assignments (homework, quizzes, and forums) in Weeks 1, 2, 3, 5, 6, and 7. All assignments must be submitted by the end of the week (midnight Eastern Time on Day 7) in which they are assigned.

Component	Points	Total Points
Forums (Weeks 1, 2, 3, 4, 5, 6, 7, 8)	100 points each 3% for each week	800
Term Project	100 points each	100
Term Project PPT	100	100
Final Exam (Week 8)	100 points	100
Total		1100

Grading Scale

Grade	Quality Points/Grading Percent
A	4.0/ 100 - 94
A-	3.67/ 93 - 90
B+	3.33/ 89 - 87
B	3.0/ 86 - 84
B-	2.67/ 83 - 80
C+	2.33/ 79 - 77
C	2.0/ 76 - 73
C-	1.67/ 72 - 70
D+	1.33/ 69 - 67
D	1.0/ 66 - 64
D-	0.67/ 63 - 60
F	0.0/ 59 - 0

Forums

Please join the forums each week. Students must post a main response to the **weekly forum question by Day 4**, and *__at least one reply to other students by Day 7__*. Active participation is required by replying to classmates during the week of the assignment. Therefore, replies after the end of the each week *__will not__* be graded. The forums are for student interaction, and submitting input after the end of the week

serves no learning objective and does not constitute participation. Students should demonstrate their own knowledge in the forums and avoid copying and pasting from websites.

Your grade on the forums will be based on the following grading rubric:

Guidelines	Forum Grading Criteria
Quality Guidelines (50%):	- All forum questions are answered completely. - Responses are original in content with a minimum of <u>one</u> external reference. - All posts demonstrate analysis of the topic. - Responses to classmates are significant and advance the discussion.
Participation Guidelines (30%):	- Main response is posted by Day 4. - Main response is no less than 300 words. - Reply to at least two of their classmates by Day 7. - Responses to classmates are at least 200 words.
Clarity, Organization, & Professionalism Guidelines (20%):	- Responses are organized and logical. - Minimal spelling or grammatical errors. - References are used and cited properly. - Appropriate language, respect, and consideration toward peers/instructor.

Final Exam
The final exam is located under the assignment link. The final exam must be submitted by the end of week eight (prior to the class end date).

Paper (Week 8)
For your final paper you have been hired by the Forum of directors of the company to develop a marketing plan for the company's products/services. Currently the company is NT doing business in the proposed country. You need to make recommendation as to which country the company should expand, why, how and when. This marketing plan will be presented to the company's Forum of Directors, CEO and Chairman. The comprehensive consultative report (approximately 15 pages) should have the following coverage:
Executive Summary
Table of contents
Firm Analysis
Host country analysis
Recommendations
References
Appendix (if any)

You are required to have your writing assignment reviewed by Turnitin before you submit it to the professor. Turnitin.com is an excellent resource to check the content and quality of writing assignments and to avoid plagiarism. Students are required to create an account and submit **all** writing assignments to Turnitin. An Originality Report will be generated upon paper submission, which must be submitted with your assignment. **Writing Assignments will not be graded if the Originality Report (pdf) is not**

submitted in the assignment drop box with the assignment. Your instructor will provide you with a course ID and password for enrollment

The Originality Report does not actually recommend changes. It does point out where you may need to add a citation, quotation marks (if not already cited), or rewrite your work. Once you use it a few times, you will appreciate this tool as it will assist you in improving quality and content, and avoid plagiarism. Your goal is to keep direct quotations to a minimum and ensure that you do not just cut and paste material without proper citation. **A report with less than a 25% similarity index is acceptable for undergraduate level work.**

Turnitin Access Codes
Class ID:
Password:

Please review Additional Resources in Lessons for the Turnitin instructions.

Your writing assignment will be evaluated according to the following grading rubric:

Guidelines	Writing Assignment Grading Criteria
Content (60%)	• Response demonstrates a clear understanding of the key elements of assignment questions. • Response thoroughly covers the elements in a substantive manner. • Response demonstrates critical thinking and analysis. • Uses outside references • Introduction and conclusion provide adequate information on the given topic.
Organization (20%)	• Paper structure is clear and easy to follow. • Ideas flow in a logical sequence. • Introduction provides a sound introduction to the topic and previews major points. • Paragraph transitions are logical and support the flow of thought throughout the paper. • The conclusion thoroughly reviews the major points.
Writing Style, Grammar, APA Format (20%)	• Sentences are well constructed, complete, clear, and concise. • Words used are specific and unambiguous. • The tone is appropriate to the content and assignment. • Grammar, spelling, and punctuation are correct. • APA guidelines (6th edition) are followed, such as headers, citations, references, etc. • Effective use of aids, such as sections, summaries, table of contents, indices, and appendices (if appropriate).

Submission of Assignments and Grading
Be sure to turn in assignments on time. Assignments will be graded within five days following the end of the week in which they are assigned according to APUS policy. If your assignment is submitted after the weekly grading period, it will be graded during the next grading period for this class. **Assignments submitted after their due date will be assessed a 10% late penalty per week.**

Refer to the Student Handbook for policies relevant to academic honesty and other procedures and policies related to this course. Refer to the Online Library for any research assistance. Plagiarized papers or incidents of academic dishonesty will receive an F.

Course Outline

Week	Topic	Learning Objectives	Readings	Assignment
1	**Part 1**	Designing Strategies for Global Competition	**Text Readings:** Part I Read: Lecture 1,2,3,4	**Forum:** 1) Introduction Forum 2) Week 1 Forum
2	**Part II**	Global Expansion Strategies	**Text Readings:** Part II Lectures 5, 6, 7,8	**Forum:** Week 2 Forum
3	**Part II**	Global Marketing Program	**Text Readings:** Part III Lecture 9, 10	**Forum:** Week 3 Forum
4	**Part IV**	Marketing in Emerging Markets	**Text Readings:** Part IV Lectures 11, 12	**Forum:** Week 4 Forum
5	**Part V**	Managing International Partners	**Text Readings:** Part V Lectures 13,14	**Forum:** Week 5 Forum
6	**Part VI**	Organizing and Managing global marketing operations	**Text Readings:** Part VI Lectures 16,17	**Forum:** Week 6 Forum
7	**Part VII**	Social Enterprise	**Text Readings: Part VII Lecture 18**	**Forum:** Week 7 Forum
8	**Part VIII**	Global Marketing	**Text Readings:** None	**Submit Final Exam, Final Term Paper, Final Term Paper PPT**

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked questions about policies are listed below.

> Drop/Withdrawal Policy
> Plagiarism Policy
> Extension Process and Policy
> Disability Accommodations

Citation and Reference Style
Note: Students will follow the APA 6th edition as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA 6th edition.

Late Assignments
Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact your instructor before the due date to discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate - both inside and outside the classroom. Discussions on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting - basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the fun and excitement of learning, and that does not include descent to personal attacks or student attempts to stifle the discussion of others.

Humor Note: Despite the best of intentions, jokes and – especially - satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺, etc.

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

Online Library

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and are generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- *Charles Town Library and Inter Library Loan:* The University maintains a special library with a limited number of supporting volumes, collections of our professors' publications, and services to search and borrow research books and articles from other libraries.
- *Electronic Books:* You can use the Online Library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- *Electronic Journals:* The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com**: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

Request a Library Guide for your course (http://apus.libguides.com/index.php)
The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Turnitin.com is an excellent resource to check the content and quality of writing assignments and to avoid plagiarism. Students are required to create an account and submit all writing assignments to turnitin.com. An Originality Report will be generated upon paper submission, which must be submitted with your assignment. **Writing Assignments will not be graded if the Originality Report is not submitted in the assignment drop box with the assignment.** Your instructor will provide you with a class ID and password to enroll in the class.

The Originality Report does not actually recommend changes. It does point out where you may need to add a citation or quotation marks (if not already cited). Once you use it a few times, you will appreciate this tool, as it will assist you in improving quality and content, as well as avoiding plagiarism. Your goal is to keep direct quotations to a minimum and make sure that you do not just cut and paste material. Ensure that all your references are cited. A report less than 25% similarity index is acceptable for undergraduate level work.