

INSTRUCTOR

Alex Gabbi

Office hours: MW 2:00-3:30 or by appointment via Zoom at <https://utexas.zoom.us/j/3641517004>

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TEACHING ASSISTANT

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CONTACT

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COURSE DESCRIPTION

The course is designed to give students an understanding of:

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

COURSE DESIGN AND PHILOSOPHY:

To start with, it is important for you to understand marketing-specific terminology, concepts, & activities as well as the core principles that drive globalization and international trade.

- The first step in accomplishing this will be for you to review the assigned readings by the dates outlined in the schedule.
- In addition, our class discussions will reinforce key concepts.

Preparing the assigned readings and attending class is, however, only the first step. To really understand this material, you must also learn to apply it. To accomplish this, we will also have:

- Assigned readings from “popular press” sources (e.g., *The Wall Street Journal*)
- Class discussions & activities
- Several assignments intended to give you an opportunity to apply what you have learned

READING MATERIALS

Course Articles

(available on Canvas in the Files section at the latest by Friday of each week for the following week)

Lecture Slides & Course Assignments

(available on Canvas in the Files section at the latest by Friday of each week for the following week)

Case Studies

(available for purchase at <https://hbsp.harvard.edu/import/956401>)

EVALUATION & GRADING

Grades will follow plus/minus system with these cut-offs. A: 94-100, A-: 90-93.99, B+: 87-89.99, B: 84-86.99, B-: 80-83.99, C+: 77-79.99, C: 74-76.99, C-: 70-73.99, D+: 67-69.99, D: 64-66.99, D-: 60.99-62.99, F: 61 or lower. Decimals will be **not** be rounded up – an 89.7 average will earn a B+, not an A-.

<i>Individual Assessments</i>	60%	
Assessment #1	10%	
Assessment #2	15%	
Assessment #3	20%	
Participation & Attendance	15%	<i>every day, unless otherwise specified</i>
<i>Group Assessments</i>	40%	<i>must complete all items with your group</i>
Country Analysis Presentation	15%	
Global Marketing Plan Analysis	20%	
Peer Reviews	5%	
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Total	100%	

Assessments

There will be three assessments and, collectively, they account for to 45% of your grade. These assessments will be turned in at the beginning of the class day on which they are due.

Format: The format for the assessment is a case write-up. A Written Case Analysis is a thorough report of your analysis of a case. Each of your analyses must be **individual** work. The specific cases for written analysis are noted on the course schedule. Each case analysis should include a clear, concise, problem statement, an identification of key facts, an analysis of the implications of the salient facts, detailed recommendations, and a well-formulated implementation strategy. Each analysis should be 5-7 single-spaced pages in length exclusive of exhibits and appendices. The first analysis will be worth 10% of your grade, the second analysis will be worth 15% and the third and final case analysis will be worth 20% of your grade.

Group Country Market Report (Country Analysis Presentation & Global Marketing Plan Analysis)

The Country Market Report is designed to help you prepare and/or critique a preliminary plan for marketing a product in a foreign market. You have multiple choices on how to approach this project:

- You can explore how to market a generic product in a foreign country (tractors in Egypt, hot sauce in France, accounting services in Japan) and develop a marketing plan for the product in the target country.
- You can explore how to take a product of an actual company into a foreign country and develop a marketing plan for that product in the target country as a growth opportunity.

- You can use the plan to evaluate a company's marketing of a product that is already being sold in a national market.

A full rubric for the assignment will be reviewed over the course of the semester.

Country Analysis Presentation

In this assignment you should conduct an analysis of the country you have selected to globally market into. In order to accomplish this, you will use two tools. First, you will conduct a PESTEL Analysis (Political, Economic, Social, Technological, Environmental and Legal) of your country to assess the overall environment. Then, you will conduct a Porter Analysis to assess the industry/competitive environment in the country for your product of interest.

In addition to using the Internet, you should also make use of the UT library web site to conduct research. Also, be sure all members of the group have read the latest *Commercial Guide* for your country on the US government export portal: www.export.gov. You should also check the site for industry-specific reports. You will need to register but this is easy. Put down the University of Texas as your organization.

This assignment output should be a 15-minute presentation and slide deck. The 15-minute limit includes time for Q&A, so I recommend timing it out to 12-13 minutes. Please note that in fairness to all times, I will be very strict in enforcing the time limits for the presentation.

In order to excel in this project, be sure you don't just list information but that you explain its significance to your particular business model. Because of the time limit for the update, don't be more detailed than is necessary to clearly make a point. It is a requirement that all group members present, as this is good practice for you. There is no dress code for the presentation.

Global Marketing Plan Analysis

The deliverables for this project will be a 10-page single-spaced written paper exclusive of exhibits and a 20-minute presentation, inclusive of Q&A time. I will be very strict in enforcing the time limits for the presentation. Each group will be assigned a date for the presentation but all written reports are due on the same day. Your presentation will be worth 50% of your grade for the project, with the written paper making up the remaining 50%. For the presentation, emphasize key points and provide detail where most appropriate. It is a requirement that all group members present, as this is good practice for you. There is no dress code for the presentation.

Organizing Your Global Marketing Plan Analysis

I suggest you organize your final paper and presentation as follows:

- Brief highlights of key country and competitive analysis findings as they specifically relate to your marketing plan (1 page)
- Recommendation & Justification for or Analysis of Top-Level Market Entry Strategy
- Marketing Strategy
 - Product/Service Strategy (1-2 pages)
 - Pricing Strategy (1-2 pages)

- Distribution / Channel (Place) Strategy (1-2 pages)
- Promotion Strategy (1-2 pages)
 - Advertising Strategy (1 page)
- Conclusion (1 page)

Class Participation & Attendance

Each class session, you will receive a participation score from 0-3, based on the quality (not quantity) of your participation during that class. One point will be awarded for attending the class session. The second and third point will be awarded based on your quality of contribution that session. Answer questions, pose questions, participate in class exercises and provide insightful observations. Keep in mind that quality is an important component of this - simply giving one-word responses to questions I pose to the class will not result in 1 point each. Periodic cold calls also count here.

Note that if you arrive more than 10 minutes late to a class session or leave more than 10 minutes early, you will not receive the one point for attendance. Additionally, if tardiness becomes a chronic problem (e.g., consistently showing up 3-5 minutes late for class), then I will consider more penalties because of the disruption.

At the end of the semester, the participation scores will be summed and then averaged across the entire class. If your total score is equal to or greater than the class average, then you will receive 100 points on this assignment on Canvas (or 20% of your total class grade). If your total score is below the class average, then you will receive between 0-20 points, based on the distribution of points across the class participation scores below the average. Your current participation status is available upon request from the TA at any time during the semester, so please do not allow yourself to be surprised by your score at the end of the semester when it is too late to do something about it.

Peer Evaluations

At the end of the semester, your group members will be asked to provide a confidential evaluation of your performance and contributions to the Group Country Market Report. Your score will be an average of all of the scores received from your teammates, with 5 being the highest and 1 being the lowest. Additional instructions on how to complete peer evaluations will be provided before the end of the semester.

Classroom Environment

My goal is to provide tools and create an environment for learning. I believe my responsibility as an instructor is to ensure that this class contributes to the overall return on your college investment by providing a worthwhile set of tools and resources and doing my best to demonstrate how interesting and important this topic can be to you and the world-at-large.

Since you all learn in different ways, your responsibility is to take advantage of all the resources provided in all the ways that are best for you. I expect you to be very active in your learning, rather than sitting on the sidelines as a passive observer. I have created a fairly specific structure to this course but will maintain flexibility so that we can adapt to the needs and desires of those participating.

Throughout this course I am trying to encourage you to read the material from the resources provided, critically think about how they apply to a variety of marketing circumstances, make connections to concepts larger than marketing, and consider how you will make the world a better place through your work.

You are all bright people who learn in different ways. Because you all come from a variety of experiences and backgrounds, I am hoping that each of you will contribute greatly to the knowledge built in this class by sharing your thoughts. Come prepared to engage in the discussions, whether you actually speak out loud or not, by not just reading the required cases and chapters, but by also forming opinions and questions about the material presented. I will call upon you from time to time, but these will not be attempts to harass or embarrass you, I promise. I simply want to give everyone more experience in being prepared to speak on the spot about various topics.

TECHNOLOGY TOOLS

Canvas

One tool you may find particularly helpful to your group work is in Canvas. If you sign on to Canvas (canvas.utexas.edu) you will find a listing of your courses for this semester. If you click on our course, you will see a number of tools available for your use. The primary tools that you will find helpful in terms of groups will be the E-mail* feature (you can send e-mails to your group as a whole), and the Groups feature. Just click on the Communication button. You will see links for E-Mail and for Groups. Your Groups pages will allow you to have, for your group members only, threaded discussions, a chat room, and a way to post documents that you can all see to review. All course materials that I reference during class will also be posted in the "Files" section of Canvas.

Note that the e-mail address that Canvas has for you is the address that you provided to UT when you registered. If you would like to double-check or change it, go to <https://utdirect.utexas.edu/utdirect/index.cgi>. Then click "My Addresses" on the bottom left side of the page. That will show you what UT has as your official e-mail address. That is the address that Canvas will use.

Note that Canvas provides a roster of all students in the class. Therefore, please read the University policy listed below.

Beginning Fall 2001, web-based, password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the 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 restricting directory information see:

<http://www.utexas.edu/student/registrar/catalogs/qi00-01/app/appc09.html>

Other Technology Tools

Other tools may be periodically used but you will be given instructions for those tools on a case-by-case basis.

Important Notifications

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://diversity.utexas.edu/disability/>.

Diversity and Inclusion

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

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://my.mcombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. 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 Conduct and Academic Integrity website at <http://deanofstudents.utexas.edu/conduct/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Sharing of Course Materials

No materials used in this class, including, but not limited to, lecture hand-outs, videos, assessments (quizzes, exams, papers, projects, homework assignments), in-class materials, review sheets, and additional problem sets, may be shared online or with anyone outside of the class unless you have my explicit, written permission. Unauthorized sharing of materials promotes cheating. It is a violation of the University's Student Honor Code and an act of

academic dishonesty. I am well aware of the sites used for sharing materials, and any materials found online that are associated with you, or any suspected unauthorized sharing of materials, will be reported to Student Conduct and Academic Integrity in the Office of the Dean of Students. These reports can result in sanctions, including failure in the course.

Campus Safety

Please note the following key recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, More info at:

<https://preparedness.utexas.edu/>.

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings and assemble outside when a fire alarm is activated.
- Familiarize yourself with all exit doors of each classroom and building you may occupy.
- If you need evacuation assistance, inform the instructor in writing asap.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by Austin or UT police or fire authorities.
- Behavior Concerns Advice Line (BCAL): 512-232-5050 or [on-line](#).
- In case of emergency, further information will be available at:
<http://www.utexas.edu/emergency>.

Title IX Reporting

Title IX is a federal law that protects against sex and gender-based discrimination, sexual harassment, sexual assault, sexual misconduct, dating/domestic violence and stalking at federally funded educational institutions. UT Austin is committed to fostering a learning and working environment free from discrimination in all its forms. When sexual misconduct occurs in our community, the university can:

1. Intervene to prevent harmful behavior from continuing or escalating.
2. Provide support and remedies to students and employees who have experienced harm or have become involved in a Title IX investigation.
3. Investigate and discipline violations of the university's [relevant policies](#).

Beginning January 1, 2020, Texas Senate Bill 212 requires all employees of Texas universities, including faculty, report any information to the Title IX Office regarding sexual harassment, sexual assault, dating violence and stalking that is disclosed to them. Texas law requires that all employees who witness or receive any information of this type (including, but not limited to, writing assignments, class discussions, or one-on-one conversations) must be reported. **I am a Responsible Employee and must report any Title IX related incidents** that are disclosed in writing, discussion, or one-on-one. Before talking with me, or with any faculty or staff member about a Title IX related incident, be sure to ask whether they are a responsible employee. If you would like to speak with someone who can provide support or remedies without making an official report to the university, please email advocate@austin.utexas.edu. For more information about reporting options and resources, visit

<http://www.titleix.utexas.edu/>, contact the Title IX Office via email at titleix@austin.utexas.edu, or call 512-471-0419.

Although graduate teaching and research assistants are not subject to Texas Senate Bill 212, they are still mandatory reporters under Federal Title IX laws and are required to report a wide range of behaviors we refer to as sexual misconduct, including the types of sexual misconduct covered under Texas Senate Bill 212. The Title IX office has developed supportive ways to respond to a survivor and compiled campus resources to support survivors.

McCombs Classroom Professionalism Policy

The highest professional standards are expected of members of the McCombs community. The collective class reputation and the value of the McCombs experience hinges on this. Please let me know right away if this ever is not the case.

Faculty are expected to be professional and prepared to deliver value for each and every class session. Students are expected to be professional in all respects. Classroom expectations of students include:

- Students will arrive on time and be fully prepared for each class.
- Students will attend the class section to which they are registered.
- Students will respect the views and opinions of their colleagues. Disagreement and debate are encouraged. Intolerance for the views of others is unacceptable.

Classroom Safety and COVID-19

To help preserve our in person learning environment, the university recommends the following.

- Adhere to university [mask guidance](#).
- [Vaccinations are widely available](#), free and not billed to health insurance. The vaccine will help protect against the transmission of the virus to others and reduce serious symptoms in those who are vaccinated.
- [Proactive Community Testing](#) remains an important part of the university's efforts to protect our community. Tests are fast and free.

Visit protect.utexas.edu for more information.

Tentative Course Schedule

Date	Topics	Readings / Assignments Due
8/22	What is Global Marketing?	Article: "Starbucks Takes Coffee Around the World"
8/24	What is Global Marketing?	Movie: American Factory (Netflix) Movie: The Founder (Various)
8/29	Global Trade Environment	Movie Discussion
8/31	Global Economic Environment	Article: "Venice and Tourism"
9/7	Social & Cultural Environments	None.
9/12	Political, Legal & Regulatory Environment	None.
9/14	Political, Legal & Regulatory Environment	Case: Chiquita Banana
9/19	Global Information Systems & Market Research	Article: "Big Data and Music" Article: "AI and Music" Article: "Analytics and Music"
9/21	The Digital Revolution	Article: "Paris Hilton Queen of the Metaverse"
9/26	Segmentation, Targeting & Positioning	Case: Singapore Management University
9/28	Global Market Entry Strategies	Case: Wendy's
10/3	Country / Region Presentations	COUNTRY PRESENTATIONS DUE.
10/5	Country / Region Presentations	COUNTRY PRESENTATIONS DUE.
10/10	Importing, Exporting & Sourcing	Case: La-Roche Posay
10/12	Global Product Decisions	None.
10/17	Global Product Decisions	Case: Stella Artois
10/19	Global Channel Decisions	None.
10/24	Global Channel Decisions	Supply Chain Simulation
10/26	Global Marketing Strategy: Team Planning	None.
10/31	Global Communications Decisions	Case: Gucci's Turnaround
11/2	Global Communications Decisions	Article: "Red Bull"
11/7	Global Pricing Decisions	None.
11/9	Global Pricing Decisions	Case: Polycorp Limited
11/14	Strategy & Leadership in the 21 st Century	None.
11/16	GUEST SPEAKER: Dynamic Pricing	Pricing Simulation.
11/28	Group Presentations	FINAL GROUP PRESENTATIONS DUE.
11/30	Group Presentations	FINAL GROUP PRESENTATIONS DUE.
12/5	Course Wrap-Up Course Instructor Evaluations	

The content for each date presented on the schedule is subject to change. Students are responsible for monitoring announcements made in class and on Canvas for changes that may arise based on speaker availability, current events, or other things out of my control. Assignment dates will **NOT** change.

Project Research Tips

I suggest that you take time before you begin to check out some good mega-sites for information that you will need:

- US Government Export Portal
www.export.gov

This official US export portal includes information on exporting, foreign market research, trade links, finance, and advocacy.

- Global Edge
<http://globaledge.msu.edu/index.asp>

This site is sponsored by the Center for International Business Education and Research (CIBER) at Michigan State University. It includes many links to sites of interest to global marketing. Registration is required, but it is free.

- International Business Resource Connection
<http://www.ibrc.business.ku.edu/>

This site is sponsored by the Center for International Business Education and Research (CIBER) at the University of Kansas Business School. It includes many links to sites of interest to global marketing.

- Everything International
<http://faculty.philau.edu/russowl/russow.html>

This site is developed and maintained by Lloyd C. Russow at Philadelphia University and provides many international business and marketing links.

- Offstats
<http://www.library.auckland.ac.nz/subjects/stats/offstats/>

This is a collection of links from the University of Auckland to statistical information from around the world. The site can be searched by country, region and topic or industry.

- Asian Studies Network Information Center
<http://inic.utexas.edu/asnic/>

Developed by the Center for Asian Studies, this site includes links to Asia, Southeast Asia, East Asia, South Asia, Asia-Pacific, and country-specific sites. It also includes India Unlimited, a guide to doing business in India.

- Latin American Network Information Center
www.lanic.utexas.edu

Developed by the Teresa Lozano Long Center for Latin American Studies at the University of Texas at Austin, this is an award winning site with extensive links. It includes sections on business, economics, trade, statistics, culture, government, media and much more. It also allows searches by country.

- Middle East Network Information Center
<http://menic.utexas.edu/menic>

Developed by the Center for Middle Eastern Studies at the University of Texas at Austin, this site is an excellent source for links to the Middle East. It includes sections on culture, business and economics, country specifics and much more.

- Russian and East European Network Information Center
<http://reenic.utexas.edu/reenic/index.html>

Developed by the Center for Russian, East European and Eurasian Studies at the University of Texas at Austin, this site has links to country-specific information.

- *Other Sources of Information*

The Internet sources supplied are an excellent place to start your research. But the Internet as a research tool poses some problems. Information is money, and many good sources of information want to get paid for their efforts. Increasingly, Internet sites that offered free information are moving to subscription-only access. There are still many quality sites that offer information to the public (and we have designated many of these), but some free sites may be of questionable quality.

Therefore, I suggest that you contact your university librarian for a list of sources - electronic and print - that are available through our library's subscription. Alternatively, you can check at your city library about subscription sources. Some examples of licensed databases that you might find appropriate are: *Business & Industry*, *TableBase*, *Market Research Monitor*, *Reuter Business Insight*, *World Markets Research Center*, *Euromonitor's Global Market Information Database*, and *ISI Emerging Markets*. Also, you will likely find current news articles to be very informative for your report. Check to see which news databases our library provides.

Finally, you might find it useful to talk to fellow students who are nationals of your target country or have lived there or traveled there extensively. Of course, talking to a few people does not provide you with a scientific study; the responses will suffer from sample bias. Nonetheless, this input can be very valuable as far as generating ideas is concerned. Hearing the insights of people familiar with your target market can raise issues you never thought of before!