



MRKT 620:
GLOBAL MARKETING MANAGEMENT
Syllabus
Fall Semester 2024

Course Modality:

This is an online course, which will be conducted fully online, asynchronously via Canvas. For more information on using Canvas and other supported learning tools, visit the IST Service Desk [Knowledgebase](#).

Instructor Information

Instructor	Email	Office Hours
Ronald S. Elowitz	Rse2@njit.edu	Office: 4034 Central Avenue Bldg Thursday 2:30 pm - 3:30 pm in-person or by appointment on WebEx.

*I will respond to all emails/Inbox messages within 24 – 72 hours. Quizzes, assignment submissions, and discussions will be graded weekly.

General Information

Course Description

This course provides an understanding of how global product, pricing, promotion, and distribution strategies are influenced by international environmental factors (political, legal, economic, competitive, socio-cultural, infrastructure, and technological). Topics discussed include market segmentation, global marketing ethics, standardization or adaptation of the strategic marketing mix, selection of foreign market entry strategies, and international strategic alliances. Course concepts are integrated using contemporary business readings, discussions, videos, and cases.

Course Learning Outcomes

Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

1. Define, explain, and illustrate the marketing principles that constitute the study of global marketing
2. Understand the international trade system
 - Protectionism, Trade barriers, GATT and WTO
3. Define the steps and processes involved in planning a market entry strategy
4. Understand the nuances and challenges of doing business in different cultural environments and under different political systems
5. Understand the elements of the marketing mix (4Ps of marketing) and the modifications that need to be made to cater to different global markets
 - Products, Services, and Global Branding
 - International Promotion and IMC
 - International Marketing Channels
 - Pricing for International Markets
6. Development of a sustainable international competitive advantage
 - International planning, organization, partnerships, and leadership
7. Identify ethical dilemmas in the context of global marketing and make decisions grounded in ethical principles
8. Effectively communicate the components of a global marketing plan

Required Materials

Textbook suggestion:

- Cateora, P., M.C. Gilly and J. Graham (2020), *International Marketing* (18th ed.). McGraw-Hill/Irwin. ISBN-13: 978-1259712357
- There are more recent editions (but pricier), and earlier editions can be just as helpful
- Open Access Textbook that may also be helpful:
 - <https://open.umn.edu/opentextbooks/textbooks/130>
- **Harvard Business School (HBS) Cases:**

Purchase all cases from Harvard Business Publishing at:

[MRKT 620 HRB Course Pack Fall 2024.](#)

- **Note:** You may need to register on the HBS site if you do not already have a student account. Click the "Register" link and enter your information and NJIT email address. The list of cases is also provided below for reference.

Journal Articles:

- Journal articles can be found in the zip file on Canvas or downloaded using your UCID and password from <http://library.njit.edu/>.

Harvard Business School (HBS) Cases:

List of cases and articles being used this semester:

No.	Harvard Business School Cases	Item No.
1	Wendy's: A Plan for International Expansion	W18477
2	IKEA Korea: Renewing Success in a Turbulent Environment	W33909
3	Diageo: Innovating for Africa	514-054
4	L'Oreal: Global Brand, Local Knowledge	311-118
5	Unilever Ethiopia's Shakti Initiative: Building a Rural Sales Channel	W01C42
6	Minolta Camera Company Ltd.	577- 017
7	Tim Hortons: Bringing Canada's Iconic Coffee to China	W25260
8	E-Mart Inc: Expansion into the US Supermarket Industry	W32662
No.	Journal Articles	Source
1	Levitt, T. (1983), "Globalization of Markets," Harvard Business Review, (May-June), 92-102.	NJIT Library
2	Kelly, N. The Most Common Mistakes Companies Make with Global Marketing, September 07, 2015.	NJIT Library
3	Johnson, B. (2011). The CEO of Heinz on powering growth in emerging markets. <i>Harvard Business Review</i> , 89(10), 47-+.	NJIT Library
4	Sivakumar, K., & Roy, S. (2019). Global new product development: moderating role of national culture on the link between buyer-seller interactions and innovation outcomes. <i>AMS Review</i> , 9, 205-229.	NJIT Library

- You will need to create an account with [Harvard Business Publishing](#) and access the [MRKT 620 Course Pack](#). You will need to purchase each case with a nominal fee (\$5-\$10).

Grading Policy

Grading Scale ([NJIT Grading Legend](#))

<u>Grade</u>	<u>GPA</u>	<u>Percentage</u>
<u>A</u>	<u>4.0</u>	<u>90–100%</u>
<u>B+</u>	<u>3.5</u>	<u>87-89%</u>
<u>B</u>	<u>3.0</u>	<u>80–86%</u>
<u>C+</u>	<u>2.5</u>	<u>77–79%</u>
<u>C</u>	<u>2.0</u>	<u>70–76%</u>
<u>F</u>	<u>N/A</u>	<u>Below 70%</u>

Final Grade Calculation

Final grades will be based on the following percentages:

Course Deliverables	Points
Assignment 1	40
Assignment 2	40
Assignment 3	50
Assignment 4	40
Assignment 5	50
Class Discussion and Reflections	40 total
Check-In Quizzes	40 (10 pts/ 4 quizzes)
Total	300

- Once assigned, grades will not be changed unless there is a computational error. There are no exceptions to this rule. No additional assignments are given to increase your grade.

Course Work

Assessments

Individual Assignments:

Students are required to submit all 5 assignments that are based on HBS cases, readings, module presentations, and text chapters. Answers to assignment questions must be clear, substantive, deliberate, well thought out, cogent, and detailed. If answers are cursory, short, perfunctory, and leave the reader guessing your intent, you have not answered the questions fully and will receive a failing grade.

Class Participation: Discussions

Class participation is an important part of an online course; it is your chance to interact with others.

For discussions, students are individually responsible for the readings and discussing questions posed. You also must read the postings of other students and respond. This includes raising interesting questions and intelligently responding to remarks.

Class Participation: Reflections

Reflections are meant to be short and interesting. There are no required readings or formal questions to answer. Just one question asking your opinion. This is a fun way to interact with each other.

Check-In Quizzes

Short quizzes, 5 multiple-choice questions, checking in on newest concepts.

Discussion Forums:

Discussion Board Criteria

Class participation is an important part of an online course, it is your chance to interact with others. Students are individually responsible for the readings and discussing questions posed. You also must read the postings of others and respond. This includes raising interesting questions and intelligently responding to remarks.

Discussion grades are based on:

- The frequency and number of postings
- The quality of postings
- Sharing new information or interesting articles
- As class participation counts for 40 points (a possible total of 10 points per discussion forum), simply stating “good answer” or “good job” will not count. In other words, post comprehensive questions, observations, and answers.

- Whether you participated on a continuous, not intermittent, basis. In promoting class discussion, it would be excellent, and you will receive full credit if you post multiple times per forum. Post your own original comments and questions as well as responses to posts made by others.
- The issue of “end-stacking”, where students post all their comments just before the deadline, is not encouraged. This is because students will not have enough time to interact with posts made by others.

Letter to Number Grade Conversions

A	90-100
B+	85-89
B	80-84
C+	75-79
C	70-74
F	0-69

Policy for Late Work

Late Work and Make-Up Exams:

Assignments must be handed in by the predetermined date and time. No late assignments are accepted.

Sharing Information

Students are free to discuss assignments with their colleagues. However, they should not work on them together. Individual work must be turned in.

Late or emailed assignments **WILL NOT** be accepted.

Students with verified emergency cases may get extended deadlines for homework, projects, quizzes, and exams from the [Dean of Students and Campus Life](#).

This course does not have any exams. Per the NJIT [Online Course Exam Proctoring Policy](#), this course will use authentic assessment, meaning you will be assessed and graded on your ability to deliver real-world outputs as well as your participation and feedback to other students. It is important to note that there will be no exceptions to these late policies.

Statement of Academic Integrity

“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the [NJIT academic code of integrity policy](#).”

Please note that it is my professional obligation and responsibility to report any academic misconduct - including any plagiarism - to the Dean of Students Office. Any student found violating the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.”

NOTE: All student submissions will be checked via TurnItIn on Canvas for (1) matches with external sources and (2) generative AI (e.g., ChatGPT). Please ensure that external sources are cited properly, if applicable, and rely on your own insights to answer all questions. Plagiarism and using generative AI to write for you are considered a violation of academic integrity.

Student with Disabilities Codes

NJIT adheres to section 504 of the Rehabilitation Act (ADA) of 1990. Appropriate accommodations are provided at no cost to the student. If you have any questions or would like additional information, please visit the [Student Disability Services \(Links to an external site.\)](#) website.

NJIT's Center for Counseling and Psychological Services can be found here:
<https://www.njit.edu/counseling/>

Technical Support

For assistance with the following items, please contact NJIT IST Helpdesk at: 1-973-596-2900 or <http://ist.njit.edu/support/helpdesk.php> (Links to an external site.)

- UCID
- Library database access
- Webmail by Google email system
- Sessions
- Password assistance*

*NJIT passwords may be changed using the [Global Password Change mechanism \(Links to an external site.\)](#). You will need to know your current UCID and UCID password. Questions can be referred to 1-973-596-2900.

Periodic changing of passwords and strategies for managing them is best practice for anyone using a computer. All members of the university community are encouraged to review [tips for password management \(Links to an external site.\)](#) and to change passwords regularly.

Library Support

<https://library.njit.edu/Links to an external site.>

Ask a librarian: <https://researchguides.njit.edu/researchhelp>

Netiquette

Success in business depends on the professional team's combined performance, not the individual's self-centered interests. Similarly, a good learning environment is collectively created and requires the contribution of ALL students within the class.

To maximize classroom learning, you are expected to be courteous and respectful to classmates by being polite and active participant. You should respond to discussion forum assignments in a timely manner so that your classmates have adequate time to respond to your posts. Please respect opinions, even those that differ from yours, and avoid using profanity or offensive language.

Weekly Expectations

This course is organized into 14 modules. Each module will require students to complete a reading assignment and/or watch a lecture video and participate in a class discussion forum. Quizzes, reflections, and project milestones will be part of several modules. All items are due by 11:59 pm of the day indicated in the course schedule. Please note that the word Module may be abbreviated with an M throughout the course, for example: M1 instead of Module 1.

Course Schedule

Date	Details	Due
Sun Sep 8, 2024	Discussion Topic Introduce Yourself	due by 11:59pm
Tue Sep 10, 2024	Assignment Academic Engagement: Fall 2024	due by 11:59pm
Sun Sep 15, 2024	Assignment Assignment 1	due by 11:59pm
Sun Sep 22, 2024	Discussion Topic Discussion 1 Forum	due by 11:59pm
Sun Sep 29, 2024	Quiz Check-In Quiz 1	due by 11:59pm
	Discussion Topic Reflection on Culture	due by 11:59pm
Sun Oct 6, 2024	Assignment Assignment 2	due by 11:59pm
Sun Oct 13, 2024	Discussion Topic Discussion 2 Forum	due by 11:59pm
Sun Oct 20, 2024	Quiz Check-In Quiz 2	due by 11:59pm

	Discussion Topic Reflection on Products and Country of Origin	due by 11:59pm
Sun Oct 27, 2024	Assignment Assignment 3	due by 11:59pm
Sun Nov 3, 2024	Discussion Topic Discussion 3 Forum	due by 11:59pm
Sun Nov 10, 2024	Quiz Check-In Quiz 3	due by 11:59pm
	Discussion Topic Reflection on Expatriates and Language Skills	due by 11:59pm
Sun Nov 17, 2024	Assignment Assignment 4	due by 11:59pm
Sun Nov 24, 2024	Discussion 4 Forum	due by 11:59pm
Sun Dec 1, 2024	Check-in Quiz 4	due by 11:59pm
	Reflections on Pricing	due by 11:59pm
Sun Dec 8, 2024	Assignment 5 Assignment 5	due by 11:59pm

Additional Information and Resources

Accessibility:

This course is offered through an accessible learning management system. For more information, please refer to [Canvas's Accessibility Statement](#). Some assignments utilize VoiceThread, consult [VoiceThread's Accessibility Statement](#) for additional details.

Requesting Accommodations:

The Office of Accessibility Resources and Services works in partnership with administrators, faculty, and staff to provide reasonable accommodations and support services for students with disabilities who have provided their office with medical documentation to receive services.

If you are in need of accommodations due to a disability, please contact the [Office of Accessibility Resources and Services](#) to discuss your specific needs.

Resources for NJIT Online Students

NJIT is committed to student excellence. To ensure your success in this course and your program, the university offers a range of academic support centers and services. To learn more, please review these [Resources for NJIT Online Students](#), which include information related to technical support.