



**University of Bridgeport  
Trefz School of Business**

**Multinational Marketing**

**MKTG 342-11 (2772) - 3 credits**

**Mondays & Wednesdays 1:30 - 2:45 p.m. Mandeville Hall #216**

**Marketing Department  
Fall 2016 Semester**

**Professor** Dr. Edward Lisi

**Office** Mandeville Hall #XXX

**Office Hours** By appointment, or before or after class meetings, or just stop-by anytime I'm in my office

**Phone** 203.499.7275

**Email** elisi@bridgeport.edu

**Prerequisite:** Junior or senior status

**Course Description**

Explores the cultural, political, economic, and legal aspects of planning, organizing, implementing and controlling international marketing activities for business and consumer products and services.

**Required Texts/Source Materials/Readings and References**

**Textbook:** Keegan, W.J., & Green, M. C. (2017). *Global Marketing (9<sup>th</sup> Edition)*. Pearson.  
ISBN: 978-0-13-412994-5 - *Please be sure to get the correct edition – cover shown here.* →

**Supplemental Readings** (e.g., articles, case studies, assessments) will be provided by Dr. Lisi, as needed, via Canvas.



**COURSE OBJECTIVES / LEARNING OUTCOMES**

1. GAINING FACTUAL KNOWLEDGE (terminology, classifications, methods, trends) to understand successful global marketing.
2. LEARNING TO APPLY COURSE MATERIAL (to improve thinking, problem solving, and decisions) to develop successful global marketing activities.
3. DEVELOPING SPECIFIC SKILLS, COMPETENCIES, AND POINTS OF VIEW NEEDED BY PROFESSIONALS RESPONSIBLE FOR GLOBAL MARKETING EFFORTS. This typically are corporate or ad agency roles.

**Meet Dr. Lisi**

Dr. Edward Lisi has been a member of the faculty at the University of Bridgeport since 2015. He brings significant consumer, business-to-business, and corporate strategic marketing expertise to his classes. He has held Director of Marketing and Director of Advertising positions at AT&T as well as senior advertising agency management roles serving domestic and international clients. The results of his work have been recognized with several International Echo Awards from the Direct Marketing Association where he has served as Chair of its Agency Council, a group of marketing executives from around the world committed to direct marketing advocacy and education.

Dr. Lisi has helped world-class companies achieve marketing excellence. These include: Aetna, Allergan, AT&T, Bayer, Cadillac, Chubb, Cincinnati Children's Hospital, Credit Moscow Bank, Dow Jones, ING, KitchenAid, Kraft Foods, MetLife, The Orpheus Chamber Orchestra, Pfizer, Procter & Gamble, Tumi, UnitedHealthcare, and Volvo.

He has served as a part-time member of the faculty at Albertus Magnus College, Johnson & Wales University, and Sacred Heart University. He has been recognized by the Direct Marketing Education Foundation as an "outstanding

marketing educator.” Dr. Lisi holds a DBA (Doctor of Business Administration) and an MBA, and is certified in Clinical Research by the National Institutes of Health Office for Clinical Research, Training, and Medical Education. His doctoral dissertation research focused on consumer media preferences and the increase in marketing ROI achieved by honoring those preferences.

### **Teaching Method**

This course combines a variety of teaching methods, with an emphasis on learning from discussion, lecture, in-class participation, and real-world experiences / case studies. One of the goals of this course is to improve your ability to learn from experience and from your peers, which are critical to success in both academic and practitioner environments.

Active participation and class discussion are very important to gaining a full and comprehensive understanding of the topics, and each student is responsible for coming to class prepared and ready to contribute. Class participation involves your total contribution to the learning environment. This represents not only the frequency of your contribution in class, but also the quality of that contribution: ability to draw on course materials and your own experience productively, ability to advance or sharpen in-class discussion and debate, willingness to take a unique perspective, use of logic, precision and evidence in making arguments, and the professionalism of your conduct, which includes: attendance, punctuality, preparedness, and showing respect to all class members and class contributions. Attendance and participation are required and factor into the course grade.

### **Assessment of Learning**

#### **In-class Collaborative Work**

We will work collaboratively on a variety of in-class activities, including case studies, discussion of news and current events, problem solving and analytical exercises, and relevant assessments pertaining to the topic of focus. This syllabus and any supplemental material will provide students with instructions for assignments that require advance preparation. Additionally, materials for examination and discussion during class will be distributed during class time for “hands-on” practical work. Individual contributions each week will be factored into each student’s attendance and professionalism grade, and this work cannot be made up. If you are not in class, you will receive a zero for that class meeting. This is non-negotiable. Also, you are expected to arrive for class on time. Multiple late arrivals will negatively impact your grade.

#### **Written Chapter Assignments**

Eleven Chapter Assignments have been identified on the course schedule at the end of this syllabus. These assignments will be tied to chapter readings and the topics discussed. You’re expected to read the week’s assigned chapter and complete the written assignment for the prior chapter BEFORE arriving for class on dates when assignments are due. Each assignment will be provided to students at the class session prior to the week when the assignment is due and will also be posted to Canvas. Through these assignments, you should further capture your thoughts, ideas, and perspectives while furthering your knowledge about the topics we cover in the class.

Each paper must adhere to the following standards:

- Be a minimum of two full pages, but not more than three pages of content, double-spaced, free of spelling/grammatical errors, and in APA format.
- Also include a cover sheet and a References page.
- Some assignments will require using information from external sources, others will not. The assignment directions each week will be very clear about such requirements.

Following is an example of an APA-formatted reference entry (yes, reference entries are also double-spaced, but follow a reverse indentation than paragraphs, with all but the first line of each reference item indented):

Handley, J.M., & Annenberg, M. (2015). Change in media preferences drives reorganization of corporate marketing departments. *Journal of Marketing Management*, 52(3), 527-544.

### **Policies on Coursework Submissions**

In this class all assignment submissions are to be printed and turned in at the appropriate class session as noted on the schedule at the end of this syllabus. In fairness to all students, **NO LATE SUBMISSIONS WILL BE ACCEPTED.** If you can't attend a class when an assignment is due, you may submit your assignment via email to the Dr. Lisi – before the beginning of the class when the assignment is due. Instructions for each assignment will be provided at the class meeting prior to the class when the assignment is due, and also posted to Canvas.

In fairness to all, there are no extra credit opportunities in this class.

### **Midterm and Final Exams**

The in-class midterm and final exams will consist of several short-answer essays that will allow you to demonstrate your understanding of topics covered in this course. The final exam will not be cumulative. It will include only material covered after the midterm exam. These exams are closed-book / closed-notes.

**Electronic recording of class meetings is strictly prohibited.**

### **Attendance and Professionalism**

Professionalism as a Core Course Component: Expectations of Students' Behavioral competencies comprising the performance dimension of professionalism will be measured for each student in every class meeting throughout the semester. Professionalism will be determined through a point-based assessment and factor into the overall course grade.

Examples of professionalism behaviors are as follows:

- Shows a dedicated desire to learn, as demonstrated by:
  - reading, understanding, and complying with the course instructions and guidelines as explained in the syllabus
  - preparing for all class meetings as instructed by the professor
  - completing all course requirements and assignments on time
  - following directions and guidance during class meetings
  - staying engaged during class time by participating in class discussions, asking thought-provoking questions, and raising relevant points
  - actively contributing and collaborating with peers on team-based activities and projects
  - maintaining an open mind with regard to exposure to new ideas and perspectives
  - taking ownership of one's learning by asking the professor for feedback and clarification on academic performance
  - staying informed by regularly checking email, and other course communication methods
  - keeping absences to a minimum, and responsible notification of necessary absences
- Displays emotional maturity and shows respect for oneself and others, as demonstrated by:
  - being punctual for all classes and staying for the duration of the class meeting
  - silencing and not using cell phones and unnecessary electronic devices during class time
  - maintaining courteous and thoughtful interactions with peers and professor, by thinking carefully about the likely effects of one's words and actions on others
  - refraining from engaging in casual conversation with peers during class time, especially when the professor, other students, or guests are speaking
  - respecting the diversity of the group, including but not limited to gender, race, ethnicity, age, socioeconomic status, physical and/or cognitive ability, and personality differences
  - attending class in a manner of dress considered appropriate and non-offensive in public settings
- Consistently displays honesty and integrity, as demonstrated by:
  - presenting all coursework as original and one's own
  - refusing to contribute to the unprofessional behavior of others in the class
  - complying with University policies and guidelines regarding student conduct and academic integrity

## Course Evaluation and Grading

Attendance, Participation, & Professionalism	15%
Written Chapter Assignments - 2 <u>full</u> typed pages each (11@5%)	55%
Midterm Exam	15%
Final Exam	15%
Total	100%

### University of Bridgeport Grading Scale

A	4.00	≥ 93.33	C	2.00	≥ 73.33
A-	3.67	≥ 90.00	C-	1.67	≥ 70.00
B+	3.33	≥ 86.66	D+	1.33	≥ 66.66
B	3.00	≥ 83.33	D	1.00	≥ 63.33
B-	2.67	≥ 80.00	D-	0.67	≥ 60.00
C+	2.33	≥ 76.66	F	0.00	< 60.00

## University of Bridgeport Academic Policies

As a University policy, for each hour of in-class time during a standard 15-week semester, two hours of out-of-class student work is required. Thus, for a class that meets 2.5 hours per week, each student is expected to spend an additional 5 hours per week on course-related work. This can include, but is not limited to: reading, research, and preparing assignments for submission.

### Special Accommodations

The University of Bridgeport is committed to providing services to qualified students with disabilities so that they receive an equal educational opportunity. In compliance with Section 504 of the Rehabilitation Act, the American with Disabilities Act, and the Connecticut State Laws, we provide reasonable accommodations to reduce the impact of disabilities on academic functioning or upon other life activities in a University setting. All accommodations are determined on an individual basis. If a student with a disability would like to be considered for accommodations, s/he must initiate the request, prior to or at the beginning of the academic semester and provide supporting documentation. For further information call 203 576-4454 or email [counselingservices@bridgeport.edu](mailto:counselingservices@bridgeport.edu).

All efforts will be made to accommodate students with physical disabilities or special needs.

### Academic Integrity Policy and Principles

The University of Bridgeport is committed to fostering an environment of academic integrity, mutual respect and individual responsibility. We are a community that values the voice of students in their pursuit of academic excellence and personal growth. By choosing to be a member of this community, each student demonstrates respect for the core values of trust, honesty and ethical behavior and commits to upholding these standards. These principles guide conduct both in and out of the classroom and on and off campus. This applies to interactions with all members of the community as well as the use of university resources and facilities.

A high standard of ethical conduct is expected of students in their academic activities. The University does not tolerate cheating in any form. Cheating, as defined below, is used to include dishonest use of another individual's aid in preparation of written, oral, and artistic assignments, as well as during an in-class testing period. The standard procedures for the preparation of term papers and the like, as established by the English Department, form the basis for decisions in cases of plagiarism (See "Definition of Plagiarism"). The student must be familiar with those regulations. Disciplinary action will be imposed for any form of detected cheating or plagiarism, regardless of the student's motive or intention.

It is the student's responsibility to familiarize him/herself with and adhere to the standards set forth in the policies on cheating and plagiarism as defined in the UB Student Handbook.

Any accusation of academic dishonesty shall be promptly reported to the Dean of the School wherein the student is enrolled. The Dean shall conduct an investigation, and in the event that the accusation is substantiated, the student will be notified of the violation and the proposed penalty. As a general rule, the penalty for a first time offense is an "F" for the assignment; for a second offense, an "F" in the course; and for the third offense, separation for one year or expulsion from the University. If the student denies the violation(s), he or she may request a hearing before the Committee on Academic Integrity by notifying the

Dean of Students within 14 days. In the event that the student does not request a hearing, the violation and discipline shall be entered on the student's permanent record. If the student requests a hearing, the Dean of Students shall promptly convene a hearing before the Committee on Academic Integrity. At the hearing, the Dean (or his or her designee) shall present the case and the student shall have the opportunity to respond. The rights and procedures generally applicable to student disciplinary hearings (see pp. 78) shall apply. The Committee shall determine whether or not the violation was proven by a preponderance of the evidence. The student shall be notified in writing of the Committee's decision and if the charge is substantiated, the violation and discipline, as determined by the Committee, shall be entered in the student's record.

### **Definition of Cheating**

The term "cheating" includes, but is not limited to: 1) use of any unauthorized assistance in taking quizzes, tests or examinations, 2) use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments, 3) the acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff, 4) engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion, or 5) by use of electronic means (calculator, mobile phone, tablet, camera, etc...) copying or transmitting answers, questions, or parts of tests to other students.

### **Definition of Plagiarism**

INTENTIONAL AS WELL AS UNINTENTIONAL FAILURE TO ACKNOWLEDGE SOURCES AS WELL AS THE USE OF COMMERCIALY AVAILABLE SO-CALLED "RESEARCH PAPERS" WITHOUT FULL RECOGNITION OF THE SOURCE. Students are responsible for distinguishing clearly between their own facts, ideas, and conclusions and those of other sources. To use someone else's words, opinions, or conclusions without giving them credit is plagiarism. Students must be able to distinguish their own ideas, conclusions, discoveries, etc., from those read or heard.

MKTG 342 – MULTINATIONAL MARKETING - COURSE SCHEDULE – Fall 2016			
	Class Meeting	Topic	Readings & Assignments Due
Week 1	Mon Aug 29	Welcome and Course Introduction	-
	Wed Aug 31	Introduction to Global Marketing	Read Chapter 1
Week 2	Mon Sept 5	<b>Labor Day Holiday</b> No Class Meeting – No Assignments Due	
	Wed Sept 7	The Global Economic Environment	Read Chapter 2 Chapter 1 Assignment Due
Week 3	Mon Sept 12	The Global Trade Environment	Read Chapter 3 Chapter 2 Assignment Due
	Wed Sept 14	Social and Cultural Environments	Read Chapter 4
Week 4	Mon Sept 19	The Political, Legal, and Regulatory Environments	Read Chapter 5 Chapter 4 Assignment Due
	Wed Sept 21	Global Information Systems and Market Research	Read Chapter 6
Week 5	Mon Sept 26	Segmentation, Targeting, and Positioning	Read Chapter 7 Chapter 6 Assignment Due
	Wed Sept 28	Importing, Exporting, and Sourcing	Read Chapter 8
Week 6	Mon Oct 3	Importing, Exporting, and Sourcing ( <i>continued</i> )	Chapter 8 Assignment Due
	Wed Oct 5	Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances	Read Chapter 9
Week 7	Mon Oct 10	Brand and Product Decisions in Global Marketing	Read Chapter 10 Chapter 9 Assignment Due
	Wed Oct 12		-
Week 8	Mon Oct 17	<b>Mid-Term Exam</b>	-
	Wed Oct 19	Pricing Decisions	Read Chapter 11

	Class Meeting	Topic	Readings & Assignments Due
Week 9	Mon Oct 24	Pricing Decisions ( <i>continued</i> )	Chapter 11 Assignment Due
	Wed Oct 26	Global Marketing Channels and Physical Distribution	Read Chapter 12
Week 10	Mon Oct 31	Global Marketing Communications Decisions I: Advertising and Public Relations	Read Chapter 13 Chapter 12 Assignment Due
	Wed Nov 2		
Week 11	Mon Nov 7	Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication	Read Chapter 14 Chapter 13 Assignment Due
	Wed Nov 9		-
Week 12	Mon Nov 14	Global Marketing and the Digital Revolution	Read Chapter 15 Chapter 14 Assignment Due
	Wed Nov 16		-
Week 13	Mon Nov 21	Video on Global Marketing Issues	-
	Wed Nov 23	<b>Thanksgiving Holiday</b> No Class Meeting – No Assignments Due	
Week 14	Mon Nov 28	Strategic Elements of Competitive Advantage	Read Chapter 16
	Wed Nov 30		-
Week 15	Mon Dec 5	Leadership, Organization, and Corporate Social Responsibility	Chapter 16 Assignment Due Read Chapter 17
	Wed Dec 7		-
Week 16	Mon Dec 12	<b>Final Exam</b>	-
	Wed Dec 14	TBD	-

*Note: Dr. Lisi reserves the right to modify the course schedule at any time, and will appropriately announce any changes to the class.*