

Global Marketing

Fall 2010

UNIBusiness

OBJECTIVES

- To attain a broader understanding of marketing in contemporary and international organizations in the dynamic global business environment of today.
- The strengthen team skills in project development.
- To build the ability to re-search potential markets outside of the United States for business expansion decisions.
- The enhance cultural awareness and how it relates to multinational marketing decisions.



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Course Description

This course is not a lecture series but rather a system for learning the exciting aspect of globalization and how to market products (good and services) in multiple countries and cultures. Together we will explore the wonders and challenges of global marketing. As our world becomes an even more interdependent economy, we must be ready to meet the challenges of working in diverse cultural and economic regions.

Business Cards-Required

Learning to network is the basis for successful global marketing. One essential aspect of this is to have business cards ready at all time for exchange.

By August 28, all students in class must



Pioneer International Corn Production facility in Formosa, Brazil

You will be provided opportunities to taste different foods and drinks from around the world. Nothing will make you sick. One of the best ways to determine who will be successful in an

international assignment is the willingness to taste new foods. All you have to do is taste. These articles will also be items for class discussion.

provide their business card to each member of the class. This must also be given out during the trip to Pioneer and to guest speakers.

If you do not already have business cards, the UNIBusiness site

has cards available for printing. You may also make cards easily on various software programs and print on CARDSTOCK. Some office supply companies have perforated cards with background designs.

Class Participation

This class allows for students to earn points by participating in discussions. This includes answering questions or adding thoughts to discussion topics.

Another way to build your score in this area is to bring in articles or mention news items that relate to Global Marketing issues. Just checking the news once in a while will bring these topics to light.

Students will lose points by missing class for unexcused reasons. Athletes must provide excuse letters prior to an event. CBA organization field trips are excused absences that require notification of the professor a minimum of one week in advance.

You are preparing for the business world. Consider this practice for department or project meetings when you must be prepared to participate or inform others that you will be absent.

Course Project

Students will be divided into 6 to 8 teams of approximately 4 members each. The team will sit together in class to have ease of communication prior to and after class or possibly during allocated time in class. Begin networking on day 1 to find individuals with similar schedules and work habits.

The project has four parts as seen on the grading criteria. The paper and presentation grading criteria are on my website for the course.

CULTURAL PRESENTATION

Each team will present about the culture in a specific country related to the project. This is NOT to be a power point presentation of demographic facts. This should be experiential for the whole class. Consider doing dances, music, celebrations, food, etc. The computer presentation may be used for photos or video. The more interactive the better!!!!

OUTLINE/CONFERENCES

In the business world everyone is paid in two coins: cash and experience.

Take the experience first; the cash will come later.

Mid-way through the semester, the team will meet with Mrs. Schrage to discuss progress and get insights on how to improve the overall project. ALL team members should be in attendance. Those choosing not to come will receive a lower grade on this assignment. A sign-up sheet will be available on the door of CBB 261

Assignments

There will be a variety of assignments during the semester. Just doing a nice, complete job on these will result in a full grade.

The first assignment due on August 28 is to find a Iowa based consumer product that sells for less than \$100 that might be a good candidate for export. Discuss the product line, where it is produced, price levels, and contact information. Why do YOU think this is a good product?

and teams may pick a time based on first come/first serve. A list of reference and a detailed outline of work accomplished will be turned in. To prepare a solid project, the team cannot wait until just before the due date. This session will allow for ideas to be shared and additional resources to be discussed.

PAPER

There are several semesters of projects in my office that can be reviewed for ideas. You may visit these any time during my office hours. While the papers may be of different subjects, you can still get ideas for style, level of information required, and resources. During the first week of class, decisions on companies and countries will be made. Students will assess team members

Exams

Exams will be a multiple choice format. This will be approximately 50 questions. These will cover information from the textbook, lectures, and discussions. Take good notes and read your textbook for the best results on the exams. THERE IS NO COMPREHENSIVE FINAL. Each exam will cover information based on chapters covered.



Dona Angela Kuant Organic Coffee

when this is turned in. Part of the individual student grade is based on peer assessment.

This piece of the course project should be completed in such a manner that it could become part of your portfolio when interviewing.

PRESENTATION

The final class sessions of the semester will be for presentations of the group projects. Presentations will cover the decision made by the team and backed up with specific information. Twenty percent of the grade is based on each individual's presentation skills.

Grading Criteria

Exams 4 @ 100 points each	400
Class participation	50
Assignments	50
Course Project	220

Culture presentation-30

1st Outline and Conference- 15

2nd Outline and Conference- 25

Paper- 100

Presentation- 50

Notes for success:

Get to class on time and attend all sessions. This will allow you to learn material better and have a better understanding for exams and assignments. Class begins at 10 and will end at 10:50. This is our time together, respect it.

Read your text prior to the class session. It will allow the material to make more sense in discussion and allow you to participate intelligently with confidence.

All late assignments will automatically receive a 25% reduction in grade per day late. You may turn in assignments early or send via email or fax if something comes up. A boss will not look favorably on incomplete or late work, so why should professors?

No curving of exams or final grades will occur. Please don't even ask.



Grade	Percentage
A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	< 59.9

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Office Hours:

MWF- 11 to 12

MW- 1 to 3

I am on campus most days- so send an email or drop by to check my availability. Tuesdays will be the least likely day to find me here.

www.uni.edu/~schragec



Responsibilities:

- To assist in the learning process of my students..
- Advisor for International Club of Business Students.
- Co-instructor for Writing and Research focused on global issues.
- Iowa-Midwest Brazil Exchange for Business and Agriculture Program Director.
- Advisor for Muchas Manos Light Work.
- Instructor for two short-term study abroad Capstones:
 - Nicaragua in May
 - China in June
- International internship coordinator.
- Coordinator for International Business Minors.
- Hong Kong MBA Capstone instructor.

Other Issues

- The standard procedures for Student Rights and Responsibilities will be abided by. You may wish to get a copy from the office of the Vice-President for Educational and Student Services (103 SSC).
- College of Business Administration policy allows faculty to drop students from a course that does not attend the first two sessions of daytime or the first session of night business courses.
- The student is responsible for observing dates of dropping adding and changing registration, as noted in the Schedule of Classes.
- Students enrolled in CBA course at the beginning of the second week of the

fall semester, will not be allowed to register again for the same course until the end of advance registration for spring. Students who wish to re-register for a course may place their names on a waiting list. Registration accommodation will depend on course opening after the completion of the fall advance registration. Summer session is excluded from this policy.

- "The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities. Students requesting instructional accommodations due to disabilities must arrange for such accommodation through the Office of Disability Services. The ODS is located at: 213 Student Services Center, and the phone number is 273-2676.

