



# Broad College of Business MICHIGAN STATE UNIVERSITY

## **Marketing 300/327/HB 375**

### **Managerial Marketing**

Summer SA 2019 Syllabus

## **Gilbert D. Harrell, Ph.D.**

**N329 BCC**

**Harrell@broad.msu.edu**

### **Professor Introduction:**

Gil Harrell is Professor of Marketing, Eli Broad College of Business and Graduate School of Management, Michigan State University. He has received the Withrow Award, as a top teacher/scholar in the Broad School, the Phi Chi Theta Professor of the Year Award, and the Golden Key National Honor Society Teaching Excellence Award. Business Week listed him among the best business school professors in America. Approximately 60,000 Undergraduate, MBA, Executive MBA and Ph.D. students have taken his classes, including over a thousand study abroad students. He has authored numerous books, editions and articles in scholarly journals and has consulted for corporations in 32 countries. Dr. Harrell's Ph. D. degree is from The Pennsylvania State University, where he was elected to the Phi Kappa Phi Honorary and the American Marketing Association Consortium. His Bachelor's and Master's degrees are from Michigan State University. He lives with his wife, Susanna, near the campus of Michigan State University.

Course Assistants:

McKenna Dixon [dixonmck@msu.edu](mailto:dixonmck@msu.edu)

Jon Yudasz [yudaszjo@msu.edu](mailto:yudaszjo@msu.edu)

### **Course Objective and Overview:**

The objective of this course is to provide a substantial introduction to marketing. The content will focus on analysis and strategic integration of buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets. We hope this course contributes to your competency in marketing, while being intellectually stimulating and an enjoyable learning experience.

After successfully completing this course, students will be able to:

- Describe the major marketing decisions that are made by leading organizations.

- Analyze selected aspects of consumer and business markets.
- Recognize basic marketing research techniques.
- Characterize the steps in a successful marketing plan including visioning, situation analysis, segmentation/targeting, positioning, and marketing mix decisions.

Students will meet the course objectives through the following actions:

- Attend lecture and guest speakers.
- Take notes in the Marketing Discussions book.
- Read and study the assignments in the text and from lectures.

Key concepts will be covered through classroom sessions, group projects reflecting the international venue, and short presentations. Eighteen hours of class will be held at MSU prior to leaving for Europe.

### **COURSE POLICIES AND ADMINISTRATION:**

Due to the international setting of the class, policies have been developed to take advantage of the program setting and small class size. We hope you will find them convenient and helpful. The study abroad student assistants will help with course administration. However, contacts with Professor Harrell for any content or course related questions are welcome. Note: this syllabus is additionally modified in accordance with the signed student conduct statement and University study abroad policies.

### **ATTENDANCE:**

We have found a very strong correlation among reading the text and on-line attendance with high grades. We are required to have sufficient student contact hours so your participation is necessary. Attendance is required at all class meetings, including events and study sessions. If, for any reason, you are going to be absent, you must contact Professor Harrell prior to the absence – no exceptions—and provide a clear excuse, which must be consistent with university policy. You may use email or phone at 517-881-4016.

### **COURSE MATERIAL:**

**Study Abroad Course Bundle -2019** Gilbert D. Harrell -- Available at the Collegeville Textbook Company (Grand River Ave. East Lansing). Includes Text, Course Programmed Learning Guide and Personal On-line Access Code. As an option, text is sold separately.

### **LECTURES, DISCUSSION & TEXT:**

The first 8 session lectures will be posted on-line. The lectures and class discussions are not designed to cover the text material or to explain the text. Lectures cover particularly important aspects of marketing and may be on topics not covered in the text. The text material coverage is the responsibility of the student individually and in assigned study groups.

### **GRADING:**

We will cover course topics according to the schedule below. On campus we will cover the first topics using lecture and online materials. In Europe we will use a lecture discussion format to cover the remaining topics plus integration of material to understand how to develop a complete marketing strategy. Student participation of online work will be monitored and each of the 6 chapters assigned in April that are completed will have an additional 5 points given to total 30 extra-credit points. (No points will be earned for a chapter if the on-line material is incomplete or any part is below 70% correct.) The deadline for completing the online extra-credit content is April 22 as provided in the schedule below. On April 23 there will be a sit down, 50 -- question exam, taken as an individual and as a team for 100 total possible points. During the last day of study abroad a similarly exam with 50 individual and 50 group points = 100 points, will be given.

A curve may be applied based on total points at the end of the course at the professor's discretion.

According to Department policy, "It is unethical to change a grade for a student unless there has been a math error in its calculation." Once grades are submitted, the only reason for appeal is a math error. The minimum score must be reached or surpassed to achieve a given course grade. According to department policy, under no circumstances will any points be added to scores close to the next higher grade.

- EXTRA-CREDIT: On-line content and quizzes completed by Monday at midnight, April 22 for text/session chapters 1-5 and 7 will receive 5 extra-credit points for each chapter for a maximum of 30 points. To qualify, use the Chicago Education Press personal code received on the pink sheet in the Study Abroad Course Bundle - 2019. Complete all parts of the online material for each chapter and take the quiz – all parts must receive a 70% or better.

**GRADING:**

Individual exam 1 Prior to departure	50
Group exam 1 Prior to departure	50
Individual exam 2 Europe	50
Group exam 2 Europe	50

**Total Points 200 plus extra-credit**

**Unusual class participation can effect grade up or down by half a grade point.**

**GRADING SCALE:**

<b>Points</b>	<b>Grade</b>
180 - 200	4.0
168 - 179	3.5
150 - 167	3.0
149 or less	2.5

**Course Schedule: Subject to change**

Sunday April 7 On-line sessions	Overview and The Marketing Strategy & Planning Process Listen to Sessions 1 and 2	General Requirements and Introduction Text Ch. 1 Text Ch. 2
Sunday April 14 On-line sessions	The Global Marketing Environment Marketing Information and Research Listen to Sessions 3 and 4	Text Ch. 3 Text Ch. 4
Sunday April 21 Online sessions	Understanding Consumer Behavior Listen to Sessions 5 and 7 (note: there is no Session 6)	Text Ch. 5 Text Ch. 7
Monday April 22 Midnight	Extra-credit Due	On-line Chapter 1-5, 7 (For each chapter complete <b>all</b> online sections and receive 70% or higher on the quiz) <b>30 points</b>
Tuesday April 23 8:00 – 9:30 PM	<b><u>EXAM -- Sessions 1,2,3,4,5,7</u></b>	<b><u>50 points individual/50 points team</u></b>
	<b><u>ON SITE IN EUROPE</u></b>	<b><u>ON SITE IN EUROPE</u></b>
May 6	Segmentation, Targeting & Positioning	Text Ch. 8
May 7	Brand Management and Product Decisions Product Innovation and Management	Text Ch. 9 Text Ch.10 Text Ch. 11
May 11	Integrated Marketing Communication and Mass Communication	Text Ch. 12,13
May 19	Personal Selling	Text Ch. 14 Review
May 20	Pricing	Text Ch. 18
May 21	Strategic Marketing planning	Review
May 23 10:00 – 12:00	Exam	<b>50 points individual/50 points team</b>

## **Student Expectations**

### **The All-University Policy on Integrity Of Scholarship and Grades:**

All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the [MSU Ombudsperson's website \(http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades\)](http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades)

### **Eli Broad College of Business Honor Code:**

In addition to MSU policies, all students are expected to comply with the Broad College Undergraduate Honor Code (see the code on the [Broad College honor code website: https://uas.broad.msu.edu/college-policies/honor-code/](https://uas.broad.msu.edu/college-policies/honor-code/)), or the FT MBA Honor Code (see the [MBA honor code website: https://broad.msu.edu/full-time-mba-honor-code/](https://broad.msu.edu/full-time-mba-honor-code/)).

### **Spartan Code of Honor:**

According to university, college and department policy all expected acts of dishonesty must be turned in to university administration. Any act of academic dishonesty (see the Academic Programs Manual) will result in a 0.0 for the course and the instructor will pursue procedures based on Michigan State University Academic Policy Guidelines and the Honor Code. All grades are based strictly on each student's individual effort. Students may not receive or give help on any assignment turned in for a grade including extra-credit (if assigned). Students may not share papers with other students prior to turning in assignments unless the assignment is a group assignment. Students may not copy or paraphrase answers for individual assignments related to group projects that are turned in as individual work. At the instructors discretion, any violation of course policies regarding a specific assignment will result in a zero score for that element, and that score will automatically be counted as one of the components in computation of the final course grade (other exams or assignments of a higher score may not be substituted). Exams are to be completed without the use of any written, digital or audible material or help from any person. All cell phones and electronic devices must be turned off and placed in a closed container during exams and other material such, as electronic translators, are not allowed. You may not take any pictures of any exam questions, The Eli Broad Undergraduate Honor Code applies to this course - see <http://uas.broad.msu.edu/college-policies/honor-code/>

Further, the principles of truth and honesty are fundamental to the educational process of the University. Therefore, no student shall:

- 1) Claim or submit the academic work of another, as one's own.
- 2) Procure, provide, accept or use any materials containing questions, answers or summaries to any examination or assignment without written faculty authorization.
- 3) Complete or attempt to complete any assignment or examination for another individual without written faculty authorization.
- 4) Allow any examination or assignment to be completed for oneself, in part or in total, by another without written faculty authorization.
- 5) Alter, tamper with, appropriate, destroy or otherwise interfere with research or teaching resources or other academic work of another person.
- 6) Fabricate or falsify data or results.

Class lecture notes, verbal statements or any other class material communicated in any form are protected by copyright, by intellectual property rights laws, and by University policy. As such, students and others are strictly prohibited from selling materials communicated in this class or class review sessions to any third party including other students, publishers, or individuals. Selling or purchasing material communicated in this class is contrary to established University policy and is strictly prohibited unless permission is otherwise granted in writing by the professor to the seller. Selling or purchasing unauthorized notes taken in class is a violation of professional standards and will be considered to be an act of academic dishonesty. According to the Academic Freedom Report, the student is responsible for learning the content of a course of study according to standards of performance established by the faculty and for adhering to standards of professional behavior established by the faculty. The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards. Additionally, purchasing or selling unauthorized notes taken from class lectures will be considered in conflict with general student regulation 1.05.

### **Limits to Confidentiality -- MSU's Relationship Violence and Sexual Misconduct Policy**

Taken from MSU's Relationship Violence & Sexual Misconduct Policy (RVSM) Policy FAQ, "Students should be aware that University employees, including instructors, may not be able to maintain confidentiality when it conflicts with their responsibility to report certain issues based on external legal obligations or that relate to the health and safety of MSU community members and others. As the instructor, I must report the following information to other University offices if you share it with me:

Suspected child abuse/neglect, even if this maltreatment happened when you were a child, allegations of sexual assault or sexual harassment when they involve MSU students, faculty, or staff, and credible threats of harm to oneself or to others.

These reports may trigger contact from a campus official who will want to talk with you about the incident that you have shared. In almost all cases, it will be your decision whether you wish to speak with that individual. If you would like to talk about these events in a more confidential setting you are encouraged to make an appointment with the MSU Counseling Center."

### **SIRS (Student Instructional Rating System)**

Michigan State University takes seriously the opinion of students in the evaluation of the effectiveness of instruction, and has implemented the SIRS (Student Instructional Rating System) process to gather student feedback. This course utilizes the "online SIRS" system. You will receive an e-mail sometime during the last two weeks of class asking you to fill out the SIRS online form at your convenience. Please note the final grade for this course will not be accessible on STUINFO during the week following the submission of grades unless the SIRS online form has been filled out. You will have the option on the online SIRS form to decline to participate in the evaluation of the course – we hope, however, that you will be willing to give us your feedback so that we may instruct students even better in the future.

Drag and drop challenge key term match multiple choice quiz

**Disability Access:**

Students must inform the instructor of any accommodations needed. Information related to disability access is available on the Resource Center for Persons with Disabilities (RCPD) website (<http://www.rcpd.msu.edu>). Students: to make an appointment with a specialist, call: (517) 353-9642 Or TTY: (517) 355-1293 or visit the RCPD website: <http://www.rcpd.msu.edu>. Please contact Grace Nord for exam and other accommodations [nordgrac@msu.edu](mailto:nordgrac@msu.edu).

**Grief Absences:**

*If a student experiences death of a family member or emotional distress from a similar tragedy, refer to [MSU's Grief Absense Policy](https://msu.edu/unit/ombud/classroom-policies/index.html#GriefAbsencePolicy) (<https://msu.edu/unit/ombud/classroom-policies/index.html#GriefAbsencePolicy>).*



# Broad College of Business MICHIGAN STATE UNIVERSITY

## Marketing 310

Summer SA 2019 Syllabus

**Gilbert D. Harrell, Ph.D.**

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### **Professor Introduction:**

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Course Assistants:

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Jon Yudasz [yudaszjo@msu.edu](mailto:yudaszjo@msu.edu)

### **COURSE OBJECTIVES:**

The objective of this course is to provide a general understanding of global business topics, international and cross-cultural study of business decisions, markets and institutions. It covers functional aspects of business operations that an organization tackles internationally. Issues of firm competitiveness are also addressed. Students completing the course will have an understanding of key international business terms and concepts.

Objectives include:

Understand selected foundation concepts of international business.

Experience the environment of international business.

Explore strategy and opportunities for international business.

Discuss operating in a foreign culture.

Comprehend selected factors that facilitate international operations.



This is a hybrid of on-site discussions, presentations and projects and online assessments. Key concepts will be covered through classroom sessions, group projects reflecting the international venue, and short presentations. Some key concepts will be covered on-line with the text and quizzes. Several hours of classroom and on-line work will be held at MSU prior to leaving for Europe. The class will have 42 on-line and direct contact hours.

**COURSE MATERIAL:**

**TEXT:**

Hill and Hult, Global Business Today, 10<sup>th</sup> Edition – including McGraw-Hill Connect for this class --- Available at Collegeville Textbook Company, per arrangement given in class.

**COURSE POLICIES AND ADMINISTRATION:**

Due to the international setting of the class, policies have been developed to take advantage of the program setting. We hope you will find them convenient and helpful. The study abroad student assistants will help with course administration. However, contacts with Professor Harrell for any content or course related questions are welcome. Note: this syllabus is additionally modified in accordance with the signed student conduct statement and University education abroad policies.

**STUDENT HONOR CODE and ACTS OF DISHONESTY:** Any act of academic dishonesty (see the Academic Programs Manual) will result in a 0.0 for the course and the instructor will pursue procedures based on Michigan State University Academic Policy Guidelines and the honor code. All grades are based strictly on each student's effort and performance. Interactive and group study is encouraged and will be facilitated by formalized activities.

**ATTENDANCE:**

We have found a very strong correlation among attendance, class participation and high grades. We are required to have sufficient student contact hours so your participation is necessary. Attendance is required at all class meetings, including events, study sessions, and completion of all online assignments is required. If, for any reason, you are going to be absent, contact Professor Harrell or a course PA prior to the absence – no exceptions—and provide a clear excuse, which must be consistent with university policy. You may use email or phone at 517-881-4016.

**PROJECTS, DISCUSSION & TEXT:**

Projects and class discussions are not designed to cover the text material or to explain the text. Some of the text material coverage will occur in assigned study teams. All online work must be completed with all study group members in attendance – face-to-face rather than via Internet meeting platforms.

**GRADING:**

Each student is required to meet with his or her team to complete on-line text modules. If this requirement is not met, the student will automatically be placed in the lower 10% of course grades. The course grade is based primarily on the performance of teams to which the student is assigned or selects. Each team project/activity is ranked, and graded based on the rank to compute the group project score, which in turn is assigned to the student on the team. Each team member earns the same team rank. Projects carry approximately equal weights although projects completed overseas carry more weight than those completed prior to departure. Up to 25 percent of the final grade may be adjusted to account for unusually positive (or negative) participation on team or other activities. Most students should expect to receive a course grade consistent with the scores of the team-based project ranks. If adjustments are made to for a class-participation grade it will be based on a subjective assessment according to 4 leadership and attitudinal dimensions. According to Department policy, "It is unethical to change a grade for a student unless there has been a math error in its calculation." Once grades are assigned, the only reason for appeal is a math error. According to department policy, under no circumstances will any points be added to scores close to the next higher grade. According to university and college policy, the grade for this course is independent of grades in other courses or the student's overall GPA.

## **TEAM PROJECTS:**

Each student is assigned to several different teams during the study abroad program. Attempts are made to have students work with nearly every other student, although based on circumstances, a complete matching might not occur. Each team project has a set time limit. The following projects are subject to change, depending on scheduling conflicts and opportunities.

### **1. Cultural differences and self-reference criterion.**

Each team reviews the cultural similarities and difference of the US and two other countries. Teams compare and contrast the three countries and develop a presentation to the class. Focus is on recognizing the limitations of self-reference criterion, particularly in reference to ethno-centric, poly-centric and geo-centric thinking.

### **2. The World is Flat.**

The project is designed to explore how the forces that flattened the world can be leveraged to influence marketing strategies. Teams are asked to identify and describe new forces that are “flattening the world” by applying what is learned regarding *The World is Flat* from a lecture given on the subject. The presentations should be spirited and in good taste. Previous classes have used skits, movies, talks, demonstrations, games, examples, props and slides to make points. Humor, drama, and real life examples have been very useful.

### **3. Cultural interaction project.**

This project is designed to introduce students to locations and travel modes in a foreign culture. Students are placed on a team and given an international project that needs to be completed in a short time frame. It requires utilizing multiple transportation methods and communication styles. The nature of the project is not revealed until time to begin, to avoid negating its intent and value.

### **4. Structure, actions and involvement of US State Department for business.**

(Optional Project dependent on time constraints and Embassy availability) This project has two parts – group presentation and visitation to US Embassy. Student teams present aspects of the US State Department as it pertains to US presence abroad. One team will give an overview of how Embassy’s are organized. Other teams will give presentations about each branch including one example of an action that could impact US business abroad.

### **5. Local, regional and global branding retailing project.**

Student teams evaluate the branding strategies of a global brand, regional brand and a store brand (Harrods) in several product categories. Each team selects a separate product category and develops a presentation comparing and contrasting the elements of each brand strategy. Class facilitation helps draw conclusions that provide an overview.

### **6. International brand photo shoot.**

This will project involves an excursion to Oxford or Cambridge. During the excursion students will develop a global advertising campaign theme using the excursion locations to develop a representative advertisement.

### **7. Business innovation development.**

Teams employ a four-step model to develop an innovation. Each team visits a world famous museum to structurally observe patrons and develop an innovation designed to facilitate customer satisfaction. Each team is asked to apply the innovation model precisely to come up it an innovation that has some probability of success.

## 8. Selected Chapters from Hill and Hult Text.

Chapters and content from the course text is assigned to teams. After reviewing the text, each team develops a presentation focused on learning content of the assigned text area. Each team is asked to develop a presentation to provide objectives, insights and content that gain student involvement and comprehension.

### GRADING:

On-line work prior to departure	25%
Team Project Ranking	75%
Total	100%

### Course Schedule:

March 19 3:00 – 6:00	Introduction and Team Composition	Course Organization and team assignments.
TBA (Chapter On-line content due midnight)	Globalization	Text, Ch. 1
	National Differences in Economic Development	Text, Ch. 3
	Differences in Culture	Text, Ch. 4
TBA (Chapter on-line content due midnight)	International Trade Theory	Text, Ch. 6
	Government Policy and Trade	Text Ch. 7
	Foreign Direct Investment	Text Ch. 8
TBA (Chapter on-line content due midnight)	International Monetary System	Text, Ch. 11
	Entering foreign markets	Text Ch. 13
	Exporting, Importing and Countertrade	Text Ch. 14
TBA 3:00 – 6:00	The World is Flat -- Expanded	The World is Flat Team Project
	Congratulations you are prepared for on-site adventures and content	Congratulations you are prepared for on-site adventures and content
	<b><u>ON SITE IN EUROPE</u></b>	<b><u>ON SITE IN EUROPE</u></b>
May 4 8:00 – 10:00	On-site orientation	

May 5 10:00 – 7:00	On-site Local Cultural Environment Competition	Team structured competition utilizing multiple transportation methods, visiting key business and cultural locations in Paris
May 6 2:00 – 4:30	Everyday French and Regional Culture	Group Learning Presentation Preparation and Cultural visits Regional and Global Business Environment Company Presentation
May 7 10:00 – 1:00 & 4:00 – 7:00	Book Project Assignments And Boat Excursion	
May 8 9:00 – 2:00	Excursion to Normandy and WWII History	Group Learning Presentation continued
May 9 8 hours TBA	Book Project Work and presentations	
May 13 10:00 – 12:00 1:00 – 4:00	Excursion to Siena and Banfi Excursion and Briefing	
TBA 9:30 – 1:30	Museum Innovation Project	Application of SPIN Model to develop an innovation that can be applied internationally to facilitate cultural interaction and/or travel
May 16	Photo shoot competition	Development of Advertising Campaign for a Global Brand
May 17 9:30 - 11:00	Photo shoot presentations	
May 19 2:30-7:45	London Walking Tour and Orientation	
May 20 3:00 – 8:30	Harrods Branding Project and Presentations	Compare and Contrast International Brand Strategies by type at Harrods and Classroom report - debrief
May 23 3:30 – 9:00	Churchill War Rooms Project	

## Student Expectations

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### **Eli Broad College of Business Honor Code:**

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- 5) Alter, tamper with, appropriate, destroy or otherwise interfere with research or teaching resources or other academic work of another person.
- 6) Fabricate or falsify data or results.

Class lecture notes, verbal statements or any other class material communicated in any form are protected by copyright, by intellectual property rights laws, and by University policy. As such, students and others are strictly prohibited from selling materials communicated in this class or class review sessions to any third party including other students, publishers, or individuals. Selling or purchasing material communicated in this class is contrary to established University policy and is strictly prohibited unless permission is otherwise granted in writing by the professor to the seller. Selling or purchasing unauthorized notes taken in class is a violation of professional standards and will be considered to be an act of academic dishonesty. According to

the Academic Freedom Report, the student is responsible for learning the content of a course of study according to standards of performance established by the faculty and for adhering to standards of professional behavior established by the faculty. The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards. Additionally, purchasing or selling unauthorized notes taken from class lectures will be considered in conflict with general student regulation 1.05.

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# Broad College of Business

## MICHIGAN STATE UNIVERSITY

### **Marketing 415**

### **International Marketing**

Summer 2019 Syllabus

### **Gilbert D. Harrell, Ph.D.**

**N329 BCC**

**Harrell@broad.msu.edu**

#### **Professor Introduction:**

Gil Harrell is Professor of Marketing, Eli Broad College of Business and Graduate School of Management, Michigan State University. He has received the Withrow Award, as a top teacher/scholar in the Broad School, the Phi Chi Theta Professor of the Year Award, and the Golden Key National Honor Society Teaching Excellence Award. Business Week listed him among the best business school professors in America . . . . . Approximately 60,000 Undergraduate, MBA, Executive MBA and Ph.D. students have taken his classes, including over a thousand study abroad students. He has authored numerous books, editions and articles in scholarly journals and has consulted for corporations in 32 countries. Dr. Harrell's Ph. D. degree is from The Pennsylvania State University, where he was elected to the Phi Kappa Phi Honorary and the American Marketing Association Consortium. His Bachelor's and Master's degrees are from Michigan State University. He lives with his wife, Susanna, near the campus of Michigan State University.

#### **Course Assistants:**

McKenna Dixon [dixonmck@msu.edu](mailto:dixonmck@msu.edu)

Jon Yudasz [yudaszjo@msu.edu](mailto:yudaszjo@msu.edu)

#### **Course Objective and Overview:**

The course studies marketing decisions, strategies, and operations of the firm involved in international business. It includes researching global market opportunities, developing the international marketing program and formulating market entry strategies. Objectives are:

- Introduce the nature and scope of international marketing.
- Facilitate decision-making related to the environments facing the international marketer.
- Know several global market entry strategies.
- Understand the methods in international marketing planning.
- Develop the students ability to communicate effectively.

Upon completion of the course students will:

- 1) Understand the steps in developing a global strategic framework.
- 2) Know how to create and evaluate several strategic options in international contexts.
- 3) Be able to apply principles to focus resources to launch a global strategy.
- 4) Know ways to select a positioning strategy to gain competitive advantage
- 5) Clearly present strategic recommendations for an organization

### **Approach:**

As part of the course, students will create a market based competitive strategic plan or framework for a global region and interface with a multinational client. Particular attention will be paid to the importance of value management to gain outstanding business performance. Content includes application of a strategic planning process, global and regional market analysis, buyer behavior, value creation, and international segmentation and positioning strategies. The overall course theme is creating and delivering customer value through positioning strategies that sustain a profitable competitive advantage in global marketing. The course pedagogy emphasizes the application of business principles through lectures/discussions; presentations; and, work to complete a global marketing plan, and content in text regarding international marketing environments.

### **Grading**

Group Projects	70%*	
Group Participation and Contributions	30%*	
TOTAL		100%*

\*Most students can expect to receive the grade earned on the group project. However, that grade can be altered by up to 30% based on unusually positive contributions to the process. This would be assigned subjectively and based on several dimensions of group contribution and leadership.

## **MKT415 Project (2019)**

### **International Strategic Marketing Plan**

Students will be assigned to consulting teams. Each team will complete a global analysis and prepare a presentation of an international strategic plan. Teams will learn to work synergistically in a global setting. Team members will be asked to provide information on the composition and working of the team.

### **Background and Project Deliverables**

The objective of this team project is to develop a strategic marketing plan targeted at an international market (Europe/Specific Countries and Segments) consistent with the Pure Michigan Theme. The plan should include Marketing 300 content extended internationally to improve tourism to Michigan. The project will involve 3 presentations.



The first presentation will give your team's project design/approach to all Study Abroad class members on April 23, 2018. The second will be early on the study abroad program, as a quick project update. The final deliverable will be a group presentation (approximately a half hour) to all study abroad participants. It is necessary to get together with you team prior to leaving the US to develop background information about "Pure Michigan" and to develop your first presentation. While in Europe you will have several team meetings to develop the final presentation, which must include an understanding of the European market for these purposes and a market launch plan. The following is an outline of ideas that can be used for the first presentation.

**Background Situation (Present this before leaving the US)**

- Relevant information about Pure Michigan
- Major facts with sub bullet points

**Objectives of the Project (Present this before leaving the US)**

- One overarching objective stated in Decision-Action terms (for example—develop a strategy for...)
- Key Decisions to be made – Up to 6 Decision Areas that will form the core of the overarching objective and sub-points under each decision Area (bullet pointed)
- Any major constraints or qualifiers (three maximum -- bullet-pointed)

**Approach and Time Table (Present this before leaving the US)**

- What secondary and primary information will be obtained
- Sources of the information
- General action plan broken up in stages with bullets & approximate dates while on study abroad

**Content of Final Project (Complete work and present this in Europe)**

- Situation Review
- Vision Elements
- Segmentation and Targeting
- Innovative Program offering and Customer Engagement
- Positioning relative to competitors and competitive groups
- Core Value Propositions to support positioning
- Partners or joint players – channels or end users
- Forecast of revenues and costs for 5 plus years.
- Launch approach (Product, Communication, Where and Value)
- Compelling ending

## Cultural Interaction Project

- This project is designed to introduce students to tools and techniques for travel in a foreign culture. Students will be given an international project that needs to be completed in a short time frame. It will require utilizing multiple transportation methods and communication styles. The specific project is not revealed until time to begin, to avoid negating its intent and value.

Prerequisite: (MKT 300 or MKT 327) and (MKT 310 or EC 340) or permission of Dept.

Restrictions: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management.

Description: Marketing decisions, strategies, and operations of the firm involved in international business. Researching global market opportunities and formulating market entry strategies. Developing and implementing the international marketing program.

### MKT 415 SCHEDULE 2018

<b>Tuesday March 20 5:30-7:30</b>	<b>Marketing 415 Course Content, Projects and Team Structure</b>	<b>General Requirements and Introduction Attendance Required</b>
<b>Monday April 15 5:15 – 7:00</b>	<i>Developing a global proposal</i>	<b>Team Meeting Discussion</b>
<b>Tuesday April 23 5:15- 7:00</b>	<i>Proposal Presentations and Structure</i>	<b>“Proposal” presentation to class</b>
<b>May 6</b>	<i>Project proposal review and schedule in Europe</i>	
<b>May 7</b>	<i>Vision, Target Market and Positioning</i>	
<b>May 11</b>	<i>Compelling Value Proposition</i>	<b>Informal Status Presentation</b>
<b>May 19</b>	<i>Communications and Promotion</i>	
<b>May 20</b>	<i>International Launch Strategy and Financial Returns</i>	
<b>May 22</b>	<i>Project Review</i>	
<b>May 23</b>	<i>Project Presentations</i>	<b>Final Presentation</b>

## Student Expectations

### The All-University Policy on Integrity Of Scholarship and Grades:

All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the [MSU Ombudsperson's](#)

[website \(http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades\)](http://splife.studentlife.msu.edu/regulations/selected/integrity-of-scholarship-and-grades)

**Eli Broad College of Business Honor Code:**

In addition to MSU policies, all students are expected to comply with the Broad College Undergraduate Honor Code (see the code on the [Broad College honor code website: https://uas.broad.msu.edu/college-policies/honor-code/](https://uas.broad.msu.edu/college-policies/honor-code/)), or the FTMBA Honor Code (see the [MBA honor code website: https://broad.msu.edu/full-time-mba-honor-code/](https://broad.msu.edu/full-time-mba-honor-code/)).

**Spartan Code of Honor:**

According to university, college and department policy all expected acts of dishonesty must be turned in to university administration. Any act of academic dishonesty (see the Academic Programs Manual) will result in a 0.0 for the course and the instructor will pursue procedures based on Michigan State University Academic Policy Guidelines and the Honor Code. All grades are based strictly on each student's individual effort. Students may not receive or give help on any assignment turned in for a grade including extra-credit (if assigned). Students may not share papers with other students prior to turning in assignments unless the assignment is a group assignment. Students may not copy or paraphrase answers for individual assignments related to group projects that are turned in as individual work. At the instructors discretion, any violation of course policies regarding a specific assignment will result in a zero score for that element, and that score will automatically be counted as one of the components in computation of the final course grade (other exams or assignments of a higher score may not be substituted). Exams are to be completed without the use of any written, digital or audible material or help from any person. All cell phones and electronic devices must be turned off and placed in a closed container during exams and other material such, as electronic translators, are not allowed. You may not take any pictures of any exam questions, The Eli Broad Undergraduate Honor Code applies to this course - see <http://uas.broad.msu.edu/college-policies/honor-code/>

Further, the principles of truth and honesty are fundamental to the educational process of the University. Therefore, no student shall:

- 1) Claim or submit the academic work of another, as one's own.
- 2) Procure, provide, accept or use any materials containing questions, answers or summaries to any examination or assignment without written faculty authorization.
- 3) Complete or attempt to complete any assignment or examination for another individual without written faculty authorization.
- 4) Allow any examination or assignment to be completed for oneself, in part or in total, by another without written faculty authorization.
- 5) Alter, tamper with, appropriate, destroy or otherwise interfere with research or teaching resources or other academic work of another person.
- 6) Fabricate or falsify data or results.

Class lecture notes, verbal statements or any other class material communicated in any form are protected by copyright, by intellectual property rights laws, and by University policy. As such, students and others are strictly prohibited from selling materials communicated in this class or class review sessions to any third party including other students, publishers, or individuals. Selling or purchasing material communicated in this class is contrary to established University

policy and is strictly prohibited unless permission is otherwise granted in writing by the professor to the seller. Selling or purchasing unauthorized notes taken in class is a violation of professional standards and will be considered to be an act of academic dishonesty. According to the Academic Freedom Report, the student is responsible for learning the content of a course of study according to standards of performance established by the faculty and for adhering to standards of professional behavior established by the faculty. The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards. Additionally, purchasing or selling unauthorized notes taken from class lectures will be considered in conflict with general student regulation 1.05.

### **Limits to Confidentiality -- MSU's Relationship Violence and Sexual Misconduct Policy**

Taken from MSU's Relationship Violence & Sexual Misconduct Policy (RVSM) Policy FAQ, "Students should be aware that University employees, including instructors, may not be able to maintain confidentiality when it conflicts with their responsibility to report certain issues based on external legal obligations or that relate to the health and safety of MSU community members and others. As the instructor, I must report the following information to other University offices if you share it with me:

Suspected child abuse/neglect, even if this maltreatment happened when you were a child, allegations of sexual assault or sexual harassment when they involve MSU students, faculty, or staff, and credible threats of harm to oneself or to others.

These reports may trigger contact from a campus official who will want to talk with you about the incident that you have shared. In almost all cases, it will be your decision whether you wish to speak with that individual. If you would like to talk about these events in a more confidential setting you are encouraged to make an appointment with the MSU Counseling Center."

### **SIRS (Student Instructional Rating System)**

Michigan State University takes seriously the opinion of students in the evaluation of the effectiveness of instruction, and has implemented the SIRS (Student Instructional Rating System) process to gather student feedback. This course utilizes the "online SIRS" system. You will receive an e-mail sometime during the last two weeks of class asking you to fill out the SIRS online form at your convenience. Please note the final grade for this course will not be accessible on STUINFO during the week following the submission of grades unless the SIRS online form has been filled out. You will have the option on the online SIRS form to decline to participate in the evaluation of the course – we hope, however, that you will be willing to give us your feedback so that we may instruct students even better in the future.

### Disability Access:

Students must inform the instructor of any accommodations needed. Information related to disability access is available on the Resource Center for Persons with Disabilities (RCPD) website (<http://www.rcpd.msu.edu>). Students: to make an appointment with a specialist, call: (517) 353-9642 Or TTY: (517) 355-1293 or visit the RCPD website: <http://www.rcpd.msu.edu>. Please contact Grace Nord for exam and other accommodations [nordgrac@msu.edu](mailto:nordgrac@msu.edu).

### Grief Absences:

*If a student experiences death of a family member or emotional distress from a similar tragedy, refer to [MSU's Grief Absence Policy](https://msu.edu/unit/ombud/classroom-policies/index.html#GriefAbsencePolicy) (<https://msu.edu/unit/ombud/classroom-policies/index.html#GriefAbsencePolicy>).*