



# Broad College of Business MICHIGAN STATE UNIVERSITY

## **Marketing 415**

### **International Marketing**

Spring 2019 Syllabus - London

**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 1,500 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:**

Ellie Couturier: [coutur39@msu.edu](mailto:coutur39@msu.edu)

Mackenzie Obrien: [obrie217@msu.edu](mailto:obrie217@msu.edu)

#### **Course Prerequisites, Objectives and Overview:**

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

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

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 (2018-19)**

### **International Strategic Marketing Plan**

### **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 MKT 415 Education Abroad class members on November 28 at 8:30. 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 London 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**

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

### **Objectives of the Project**

- 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)
- Deliverables form and Date

### **Approach and Time Table (Present this before leaving the US) – this is a plan to develop the plan! Assume you are showing the client (State of Michigan) what you expect to do (steps you will take) prior to presenting your plan on January 6 in London.**

- What secondary and primary information will be obtained
- Sources of the information
- How analyzed and insights and conclusions made
- What steps will be used to create your strategy and subsequent plan
- Time table broken up in stages with bullets approximate dates (before and while on study abroad location) for each stage completion given

### **Content of Final Project (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
- Launch approach (Product, Communication, Where and Value)
- Timetable

### 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.

Oct 21 5:30 – 7:30	Education Abroad Marketing 415 Introduction	General Requirements and Introduction Attendance Required
Nov. 11 2:30- 5:30	Developing a global proposal	Attendance Required
Nov. 11 to Nov. 28	<b>Project Shell Completed and Initial Strategies Developed -- Dates and Times must be published</b>	Must have 1 face to face team meeting and prearranged work on Microsoft, Google or other group work site. 10 Hours Arranged Required
Nov. 28 8:30 – 10:30	Proposal Presentations and Structure	Attendance Required
16 Hours		
Dec. 29 10:00 – 5:30	Cultural Interaction Project	Team structured competition utilizing multiple transportation methods, visiting key business and cultural locations in London
Dec. 30 10:00– 1:00	International Vision, World Target Segments	
Dec 28 10:00 – 12:30	Pure Michigan Attributes	
Dec. 30 10:00- 11:30	Compelling Value Proposition	Informal Status Presentation
Dec. 31 12:00 – 1:30	Progress Presentation	
Dec. 31 1:30 – 5:00	Communications and Promotion	
Jan 3 10:00 – 12:30	International Launch Strategy and Financial Returns	
Jan 4 10:00 – 12:30	Project Review	
Jan 5 10:00— 2:30	Exam and Project Presentations	Final Presentation
	29.5 hours in London = 45.5 Hours Total	

## **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.

### 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 300/327

### Managerial Marketing

Spring 2019 Syllabus

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

N329 BCC

Harrell@broad.msu.edu

#### Professor Introduction:

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#### Course Assistants:

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#### Course Objective and Overview:

The objective of this course is to provide a substantial introduction to marketing. The content will focus on

. 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 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 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:**

Marketing 300 - Managerial Marketing: London Study Abroad Course Bundle (Materials include Marketing Foundations 2018 Edition and Marketing Notes by Gilbert Harrell, Chicago Education Press, 2018 Study Abroad Edition.)

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

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:**

#### **COURSE GRADING:**

The table below describes the graded course activities including points and activity description. The first column includes the points or possible, and the second column includes a description for each activity.

<b>Points</b>	<b>Description</b>
200 Points	2 Exams (50 questions (2pts each))
60 Points	Completion of Projects, On – line completion of Chapters 9,10,11,12,13,14,17,18 -- Prior to first exam on-line completion is worth 30 points.
260 Points	Total Points Possible

**Letter Grade Assignment (Grading Scale):**

<b>Grade</b>	<b>Points</b>	<b>Performance</b>
4.0	230 to 260	Excellent Work
3.5	210 to 229	Very Good Work
3.0	180 to 209	Good Work
2.5	160 to 179	Mediocre Work
2.0	Below 159	Poor Work

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.

**Course Schedule:**

Class Week of -- Oct. 22	Brand Management and Product Decisions	Text Ch. 9 and 10
Nov. 1,	Product Innovation and Management	Text, Ch. 11
Nov. 5	Integrated Marketing Communications/Mass Communications	Text Ch. 12 & 13
Nov. 12	Personal Selling	Text Ch. 14
Nov. 19 4:40-6:00	Personal Selling	Text Ch. 14 (only 367 -383)
Nov. 25 1:00 – 3:00	Pricing	Text Ch. 17 (skip pgs 456-465) & Ch. 18
Nov. 27 Midnight	<b><u>On-Line Chapters 9,10,11,12,13, 14 and 18 due</u></b>	<b><u>Complete all 3 parts of each chapter at 70% or higher</u></b>
Nov. 28 at 6:30-8:30	<b>Exam (29 Hours of contact)</b>	<b>50 points individual/50 points team</b>

	<b>WELCOME TO LONDON</b>	
Dec. 28 10:00 – 12:30	The Marketing Strategy and Planning Process & Marketing Environment	Text Ch. 2 (p.23 -25) and Ch. 3
Dec. 30 10:00 – 11:30	Marketing Information and Research (Consumer Behavior (Ch. 5) is covered on Line only-complete 5 at 70% or higher)	Text Ch. 4 Cover Consumer Behavior (Ch.6) online
Dec. 31 2:00– 5:00	Satisfaction and Loyalty	Text, Ch. 7
Jan. 3 10:00- 12:30	Segmentation, Targeting	<u>Text, Ch. 8</u>
Jan. 4 10:00-12:30	Strategic Planning and Action	Text, Ch. 2 (pp. 25 -38)
Jan. 5 10:00-3:30	Summary, Exam and Wrap-up	50 points individual/50 points team

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- 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.

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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.

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# Broad College of Business MICHIGAN STATE UNIVERSITY

## **Marketing 491**

### **International Topics in Marketing**

Spring 2019 Syllabus

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

**N329 BCC**

**Harrell@broad.msu.edu**

#### **Professor Introduction:**

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#### **Course Assistants:**

Ellie Couturier: [coutur39@msu.edu](mailto:coutur39@msu.edu)

Mackenzie Obrien: [obrie217@msu.edu](mailto:obrie217@msu.edu)

#### **Introduction:**

This course on international business innovation and leadership is designed for students who are traveling on education (study) abroad. Course content is delivered in the US prior to departure and on-site at foreign program locations. Students must have completed Marketing 300 or equivalent or are taking it concurrently. This course is not offered as a stand-alone course on campus and content is developed to correspond with the learning opportunities in locations that align with the course international business content objectives. The major purpose is to explore international circumstances that facilitate global actions and thinking. Students complete lectures, projects, visits and excursions. All of the course content is international in nature.

The objectives of this course:

- 1) Minimize self-reference criterion when experiencing and evaluating cultural aspects of global business.
- 2) Evaluate the context of business practices based on selected global business processes and trends.
- 3) Actively participate in team-based activities in a foreign cultural regarding innovation, retailing and business strategy.
- 4) Understand the objectives of the US Embassy/ State Department, particularly regarding US business interests and opportunities.
- 5) Understand key dimensions of business strategies based on first hand experiences with businesses and/or agencies.
- 6) Comprehend global leadership, international literacy, resilience and agility as factors in team success in international settings.
- 7) Comprehend the local, regional and global brand and communication strategies.

Text and Materials:

Marx, Elisabeth (2013), The Power of Global Teams: Driving Growth and Innovation in a Fast Changing World, Palgrave Macmillan, London.

Grading:

Group Projects	75%
Class Participation (possible adjustment)	25%
 TOTAL	 100%

The course grade is based primarily on the performance of teams to which the student is assigned. Each team project/activity is ranked, and graded on a curve to compute the group project grade, which in turn is assigned to the student on the team. Each team member earns the same team grade. 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. Students can expect to receive a course grade consistent with the scores of the team-based project scores. The class-participation grade will be based on a subjective assessment according to leadership and attitudinal dimensions and this grade will be curved relative to all students taking the course. 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.

### **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 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 with an innovation that has some probability of success.

## **8. The power of global teams.**

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.

## **9. Forbe's CMO summit.**

Students will participate in the one day conference (Connecting with Customers; Growth, Disruption, and Innovation in a Changing World) to learn about building brands through customer engagement; empowering marketing strategies through technology and data; and, achieving competitive advantage through superior value creation.

## **Course Schedule:**

The course uses approximately 42 hours assigned according to the study abroad program schedule and guide. (See next page)

## **MKT 491 Course Schedule: Winter Study Abroad 2018-19**

Date	Topic	Action
Oct 21 5:30–8:30	Global and International Marketing	Course Objectives, Team Approach and Working and Traveling Internationally
Nov. 2 8:30 -4:00	Connecting with Customers: Growth, Disruption and Innovation in a Changing World	Interact with executives and panel members at Forbes Summit

Nov. 11 2:30 – 6:00	New Economy -- Extensions of the “World is Flat”. Global forces leveling the playing field for nations. Cultural Differences and self-reference criterion	Presentation: Friedman, The World is Flat: Updated and Expanded Ed. --- Identify contemporary forces Read Sections from -- <i>Morrison and Conaway, Kiss, Bow or Shake Hands, Ed. 2.</i> --- Id ethno-poly-geo centric actions.
Dec. 2 12:00– 4:00	Review and Preparation	<i>Pre-departure Review</i>
Dec 27 2:00 – 8:00	Program Orientation and Tour	Health, Safety, Banking and Logistics in London
Dec. 28 11:30 – 5:30	Cultural Interaction Project	Team structured competition utilizing multiple transportation methods, visiting key business and cultural locations in London
Dec. 29 9:00a – 7:30p	International Brand Advertising and Communication Campaign Strategy	Excursion to Oxford: Development of a Campaign for a Global Brand using British Icons that can be applied internationally to a global brand.
Dec. 30 1:00 – 6:00	Local, Regional and Global Branding Strategies	Compare and Contrast International Brand Strategies by type at Harrods
Dec.31 10:00- 11:30	Classroom report - debrief	Harrods Project Report and Presentation
Jan. 1 12:00 – 4:00	The Power of Global Teams	Elisabeth Marx, PGT: Driving Growth and Innovation in a Fast Changing World -- review and preparation
Jan. 2 10:00a – 1:00 pm	Global Teams Continued	Integration: 1) Mix at the top: Psychological Diversity 2) Linking Psychology, Culture and Strategy 3) Global teams 4) Driving Change, Growth and Innovation 5) Talent over Structure 6) Boards as Teams
Jan. 3 1:00— 5:00	Global Business Innovation Model	Application of SPIN Model to develop an innovation that can be applied internationally to facilitate cultural interaction and/or travel
Jan. 4 11:00- 3:00	Structure, actions and involvement of US State Department for Business	State Department briefing at US Embassy

## **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 Absense Policy](https://msu.edu/unit/ombud/classroom-policies/index.html#GriefAbsencePolicy) (<https://msu.edu/unit/ombud/classroom-policies/index.html#GriefAbsencePolicy>).*