

BROOKLYN



COLLEGE

Business 76.4 – **International Business & Marketing** – Fall 2006

Department of Economics and Management

Professor Bassell <http://userhome.brooklyn.cuny.edu/bassell/>

❖ Phone: (718) 951-5317

❖ Email: professorbassell@yahoo.com *** check **YOUR** email daily

❖ Office Hours: ****By Appointment****

- In Whitehead 217A: Tuesdays 5:00–6:15 ****By Appointment**
- By Phone: Fridays 7PM-9PM By Appointment
 - Virtual Office Hours: 24/7 **Email / Instant Message**

❖ **Required Text Book**

Global Marketing

Keegan and Green **4th Edition**

Prentice Hall – **ISBN: 0-13-146919-3**



❖ **My Dozen Objectives**

1. Distribute a written syllabus the first day of class
2. Stimulate interest in the topic being studied
3. Communicate effectively and speak clearly
4. Generate class discussion as appropriate
5. Demonstrate my ability to organize ideas and materials for the class
6. Encourage independent thinking and **ethical behavior**
7. Demonstrate openness to students' comments, questions, and viewpoints
8. Display an exceptional understanding of the course subject matter
9. Keep to the time and schedule requirements of the class
10. Provide students access to me outside of class and be available for Q&A
11. Clearly communicate course requirements and assignments
12. Promptly grade exams

❖ **Expected Course Outcomes**

Students completing this course will:

1. Understand marketing from the perspective of a global economy and marketing plan

2. Learn how to conduct internet research and prepare a country profile
3. Understand the challenges of managing global operations and the role of **ethics**
4. Develop an understanding of the global economic, trade, political, and cultural environment
5. Understand how to apply global marketing concepts and manage a global marketing mix
6. Appreciate **cultural diversity** and respect others who are of a different culture

❖ **My Goal**

My goal is for students to **L E A R N !**

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❖ **My Goals For You**

1. Increase Your general knowledge about the subject
2. Enhance Your ability to analyze and solve problems
3. Improve Your ability to **use computers and the Internet**
4. Expand Your ability to find and use information on your own
5. Develop Your ability to express your ideas
6. Fortify Your appreciation and sensitivity to **ethical issues**
7. Champion **cultural diversity** and respect others who have different values

❖ **Course Overview**

The focus of BUS 76.4 is on Global Marketing concepts essential for the future success of any organization operating in the 21st century. Traditional and contemporary Global Marketing theory and practices are examined. The course material is presented in a technologically advanced pedagogical format and utilizes multiple learning tools to facilitate the learning of strategic Global Marketing topics. The application of key concepts will be explored and students will be required to analyze case studies. Case studies will be read at home and discussed in class. Video case studies will be viewed either online or in class.

4 Mini Projects

This course will require students to complete 4 mini projects in an effort to

- ❖ Strengthen your critical reading, listening, and reasoning skills
- ❖ Develop your internet research, analytic, and quantitative skills
- ❖ Enhance your ability to interpret data and solve problems

The due dates are as follows:

❖ **1st Part** **Sept 26**

❖ **2nd Part** **Nov 14**

❖ **3rd Part** **Dec 5**

❖ **Attendance**

Regular attendance is required. Excessive absence (more than 2) or lateness will result in a penalty of one full grade lower. Students should come to class prepared to participate and **take really good notes!!!**

There will be information shared in class that is NOT in the book. You are responsible to know this material for the exams and quizzes. It is against department policy to give makeup exams.

**** There are **NO** makeup Exams****

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❖ Reading Assignments

Please read the chapters, cases, and other materials **BEFORE** class. The chapters next to the date are the chapters we will discuss in that class.

❖ Talking In Class

Talking in class is allowed. **HOWEVER**, only one person is allowed to speak at a time. I expect that you **show respect** for students who have opinions different from your own. Also please be patient with students who have questions and are trying to understand concepts. Talking in class and being rude will certainly have a negative impact your grade.

❖ Exams (2)

There will be 2 Exams **** There are **NO** makeup Exams****

Exam #		Date of Exam	Chapters
1	Midterm	Tuesday October 17	1, 2, 3,4,5,6,7,8
2	Final	Dec 15 to 22 6-8PM	Cumulative

- ❖ You are required to take both exams. There are **NO makeup exams** allowed by the department. **PLEASE do not cheat or violate the code of conduct!** It is not worth getting an F or being suspended from the university.
- ❖ **EXTRA CREDIT:** There are no EXTRA Credit assignments. Any student wanting to earn **HONORS** credit will need to have their project approved by me.

Your exams and projects will be graded diligently. There is **NO** curve in grading exams. If your average is a 59 you earned an F. There are **NO** extra credit assignments. A **rigorous process** will be used to determine your final grade. If you get an A you should get satisfaction from knowing that you worked hard and earned that grade.

❖ Exam Types

=The Final is ****Cumulative****

The **first Exam** will be on Tuesday, **October 17th**

It will include multiple choice, fill-in, matching, short essay etc.

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❖ Grading

Percentage

- Midterm 35%
- Project Part 1 5%
- Project Part 2 5%
- Project Part 3 5%
- Final 40%
- Class Participation 10%

Factors impacting your grade:

- **Cheating**
- **Infrequent attendance** Page 4 of 6
- **Rude or disruptive behavior**
- **Signing the attendance sheet and leaving**
- **Signing attendance sheet for someone else**
- **Failure to turn off electronic devices (cell phones, pagers etc)**

A	92.5% +		C	72.5% to 77.49%
A-	90.0% to 92.49%		C-	70.0% to 72.49%
B+	87.5% to 89.99%		D+	67.5% to 69.99%
B	82.5% to 87.49%		D	62.5% to 67.49%
B-	80.0% to 82.49%		D-	60.0% to 62.49%
C+	77.5% to 79.99%		F	Below 60%

❖ Study Guide

You must complete ALL study guide assignments and submit it the day it is due. Study guides count towards class participation. Before submitting your study guide assignment **make a copy** of your completed study guide assignment so you can use it to study. Make sure it is neat and easy to read.

Also make sure that it is in **your own handwriting**. *********Do not photo copy and submit the study guide of someone else.

Some databases that are available at Brooklyn College that would be relevant to the class

(all of the databases mentioned below are available remotely)

+Business Source Premier -- access to full-text, scholarly materials (as well as trade publications, case studies)

+Communication & Mass Media Complete - access to full-text, scholarly materials, trade publications, etc).

+Business & Company Resource Center - search for company or industry information & profiles (rankings, products & brands, chronologies, etc.), contains some articles, but does not have a robust searching interface. (articles could discuss management issues/best practices for a company/industry)

+Academic Search Premier - access to full-text, scholarly materials, popular magazines, trade publications, newspapers, etc. This covers many subject areas.

+JSTOR - everything in this database is available in full-text, all journals are scholarly; -Project Muse - everything in this database is available in full-text, all journals are scholarly; covers many subject areas

To get to these databases from the Brooklyn College Library main page:

+Under Research Tools, choose Databases for an alphabetical listing (if you know the name of the database you want to search)

OR

+Under Research Tools, choose Resources by subject (to get a list of database in that subject area)

Don't forget the New York **Public Library Business Library**. (SIBL) has amazing resources <http://www.nypl.org/research/sibl/index.html>

how to get a library card ----> <http://www.nypl.org/books/cards.html>

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Code of Conduct

This Code of Conduct highlights and supplements, but does not replace the Code of Conduct issued by Brooklyn College and/or The City University of New York (C.U.N.Y.). The goal of this code is to maximize the classroom experience for all. Your course grade is in part a function of your:

1. exam and quiz results
2. level of participation
 - a. projecting a positive attitude
 - b. making intelligent and relevant remarks
3. submission of study guide

There are other factors that can have a significant impact on your course grade and they include:

- Cheating
 - (calculators, phones, ipods, pda's, blackberry's, treo, and other devices are **NOT allowed during any exam**)
- **Disruptive Behavior**
 - Rudeness
 - Disrespect
 - Lateness
 - Interrupting the lecture
- **Frequent absence**
- Signing the attendance sheet and leaving OR signing for someone else
- **Failure to turn off electronic devices** (cell, phones, pagers etc)

Penalties

Violation of this Code of Conduct and other rules of Brooklyn College and C.U.N.Y. can result in:

- Lowering your course grade one full letter per offense
- Receiving an F or failing grade for the course
- Being suspended or expelled from the college or university

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Week	Date	Topics	Reading Assignments	Due
1	Sept 5 Tues	Global Marketing (Chapter 1) Global Economic Environment (2) Marketing Plan		
2	Sept 12	Global Trade Environment (3)	Chapter 3	Submit SG 1,2
3	Sept 19	Social & Cultural Environments (4)	Chapter 4	Submit SG 3,4,5
4	Sept 26	Political & Regulatory Environments (5) Segmentation, Target, Positioning (7)	Chapter 5	Submit Project 1
5	Oct 3	*****No Class Monday Schedule	*****No Class	☺
6	Oct 10	Importing, Exporting, Sourcing (8) Global Information Systems (6)	Chapter 7 Chapter 8	Submit SG 6,7,8
7	Oct 17	***Midterm EXAM***	Chapters 1,2,3,4,5,6,7,8	Midterm Exam
8	Oct 24	Global Market Entry Strategies (9)	Chapter 9	
9	Oct 31	Product and Brand Decisions (10)	Chapter 10	Submit SG 9, 10
10	Nov 7	Pricing Decisions (11)	Chapter 11	Submit SG 11,12
11	Nov 14	Channels of Distribution (12)	Chapter 12	Submit Project 2
12	Nov 21	*****No Class	*****No Class	☺

	Nov 23 Nov 24	Happy	Thanksgiving	☺
13	Nov 28	Marketing Communications I (13) Marketing Communications II (14)	Chapter 13, 14	Submit SG 13,14
14	Dec 5	Competitive Advantage (15)	Chapters 15	Submit Project 3
15	Dec 12	Last Day of Class Leading & Organizing Mktg (16)	Chapter 16	Submit SG 15,16
	Dec	Dec 15 to 22 6-8PM Cumulative	FINAL Exams	