

1. General Information

DePaul University School for New Learning

Fundamentals of Global Marketing

2003 Winter Quarter

Class day: Wednesday evening

Class dates: January 8 – February 5, 2003

Class time: 6 p.m. – 9 p.m.

Campus: Naperville

Instructor: Barry Carter

Contact Information: email barrycarter@lucent.com, phone (evenings) 847-310-9455

Internet web page address:

2. Course Description and Faculty Biographical Sketch

Course Description: This course will help students to understand the basic concepts and practices necessary to market products and services in the global marketplace. The major outcomes of this learning experience will be:

- Identifying activities, principles and challenges of the marketing process, as applied domestically and internationally
- Understanding market segmentation, target marketing, and market research, and their applications domestically and internationally
- Applying the “4 P’s” of marketing – product, price, promotion and place/distribution – to domestic and global business
- Becoming familiar with key issues and international situations encountered when marketing products and services globally

Faculty Biographical Sketch: Barry Carter’s extensive background in the marketing profession includes positions in marketing and product management, sales, technical management, and purchasing. His academic and professional credentials in this field are:

- Master of Arts Integrated Professional Studies with a focus in Marketing and Product Managing Professional Services in Global Organizations, DePaul U. SNL 2001
- Product Manager – Life Cycle Management Certificate, St. John’s U. 1999
- Marketing and Product Management Certificate, St. John’s U. 1998

He earned his B.A. from Oklahoma University, and his primary interests focus on family, humor, travel, water sports, winter skiing and golf.

3. Competencies

Students may choose only one of the following competencies:

- FX: To describe the marketing process including identifying marketing segmentation, target marketing, market research, and the 4P’s of marketing, and the additional key issues that must be taken into account when marketing globally.

Students demonstrate competence by applying two of these key marketing principles in a 6 – 8 page, type-written market plan using themselves as a product to be

marketed globally. (Students may select another product after reviewing their selection with the instructor.)

- H-5: Can analyze issues and problems from a global perspective
 1. Analyzes one or more global issues, problems, or opportunities facing the human race.
 2. Explains how these issues affect individuals or societies in both positive and negative ways.

Students demonstrate competence by discussing such issue as how local communities (in the U.S. and elsewhere) deal with global concerns such as hunger, health, education, welfare, illiteracy, environmental issues or infectious diseases. Or they might explore the impact of science and technology on people's lives worldwide. They may study world religions, literature or the arts as a means of better understanding other cultures.

Global connections affect our lives in many ways. Many local issues have worldwide implications, and none are merely matters of science or of economics or of politics. Some may have cultural or ethical or religious components as well. This competence invites students to explore and demonstrate these connections bearing in mind that if an issue is big enough to cross geographical borders, it is complex enough to cross disciplinary borders.

4. Learning Experience:

- Learning strategies will consist of a combination of lecture, discussion, collaborative learning and creative activities
- Book: The course textbook will be *Kotler On Marketing: How To Create, Win, and Dominate Markets* by Philip Kotler, Simon & Schuster Trade 1999.
- Electronic resources: Copies of some documents to be used in class will be distributed by email. Therefore, students need to provide their email ids to the instructor and to check their mailboxes before each class.

Class Participation: Class participation is essential for this course, because substantial information must be covered in 5 weeks. Therefore, class attendance and participation is part of the grade. Except for emergencies and medical reasons, absences will not be "excused". Missing one session could result in drop of one letter grade for the class, and more than one session will result in a failing grade for the course.

Begin On Time: Out of respect of each other, students should be on time for class sessions.

The instructor will be available at least ½ hour before and after class, for students who may want to discuss course-related matters with him. Students should contact him to schedule meetings for other times.

5. Evidence the Students Will Submit

FX Competence: Students demonstrate this competence by applying two of these key marketing principles in a 6 – 8 page, type-written market plan using themselves as a product to be marketed globally. (Students may select another product after reviewing their selection with the instructor.)

H-5 Competence: Students demonstrate this competence by writing a 6-8 page, type-written paper examining 2-3 issues, which should be evaluated when considering an opportunity to market a domestic product in other countries. This paper should take into account the good and/ or bad effect(s) this product potentially could have on another society or other societies based on such things as the country's demographics (politics, economics, religion, education-level, environment, laws, and/or culture).

Written assignments should be consistent with college-level performance, and should reflect critical thought and personal reflection.

All assignments are expected on or before the due dates.

Policy on Plagiarism

Students are expected to observe the University's established guidelines regarding academic integrity, including the following statement regarding plagiarism, as quoted from the University's "Handbook for Undergraduate Studies":

Plagiarism is major form of academic dishonesty involving the presentation of the work of another as one's own. Plagiarism includes but is not limited to the following:

- The direct copying of any source, such as written and verbal material, computer files, audio disks, video programs, or musical scores, whether published or unpublished, in whole or in part, without proper acknowledgement that it is someone else's.
- Copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement.
- Submitting as one's own work a report, examination paper, computer file, lab report or other assignment which has been prepared by someone else. This includes research papers purchased from any other person or agency.
- The paraphrasing of another's work or ideas without proper acknowledgement.

Plagiarism, like other forms of academic dishonesty, is always a serious matter. If an instructor finds that a student has plagiarized, the appropriate penalty is at the instructor's discretion. Actions taken by the instructor do not preclude the College or the University taking further punitive action including dismissal from the University.

6. Criteria for Assessment:

- Presence and participation in class 25%
- Weekly assignments based on readings 25%
- Learning Product for selected Competency 50%
(Learning product should exhibit good grammar, spelling and punctuation, as the instructor will take these matters into account when assessing them.)

Class Session one

- Introductions
- Review Course Objectives – Instructor’s and Students’
- Review Course Requirements
- The Marketing Concept
- Collaboration
- Understanding Customers and Buyer Behaviors

Class Session two

- Turn-in written answers to reading assignment questions
- Buying Process
- Market Information and Research
 - Exercise
- Market Segmentation

Class Session three

- Turn-in written answers to reading assignment questions
- The Market Management Process and Marketing Plan
- Product Lifecycle
- The 4 P’s
- Product Strategy, definition and development
- Product Pricing

Class Session four

- Turn-in written answers to reading assignment questions
- Promotion
- Measuring Results
- Distribution Strategy, and Channel Alternatives
- Marketing Plan

Final Class Session

- Turn-in written answers to reading assignment questions
- International Law and Organizations, which affect international marketing
- Turn-in final assignments
- Complete course and instructor evaluations