



*Eve Geroulis*

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*Schreiber Center #427*

*16 East Pearson, Chicago, IL 60611*

*Office House: M/W/F 11:00-12:30 & Wed 4:00-*

*6:00*

*or by appointment*

<http://www.luc.edu/quinlan/faculty/evkgeroulis.shtml>

**Spring 2018 | International Marketing | MARK 363/10W**

**M| W | F 12:35PM-1:25PM | Schreiber Room 405**

### ***Catalog Description***

*Prerequisites: Junior standing, minimum grade of "C-" in MARK 201.*

*This course develops an understanding of how marketing strategies are developed in the global environment.*

*Outcome: Students evaluate cultural, governmental, economic and competitive conditions to illustrate how these factors impact an organization's marketing strategy. Attention is paid to the positive and negative consequences of globalization.*

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### ***Course Overview***

*We inhabit a deeply interconnected global landscape of economic, social and political forces. A world where we cannot fully understand the technological and global revolutions unfolding - and their impact on jobs, consumer spending, housing markets, investment portfolios, economic inequality, climate change, or government debt and deficits - without a critical analysis of contemporary and historical financial interests and all forms of mercantile governance on a global grid. This course explores the complex foundations of contemporary marketing & business strategy - through the prism of political economy - and asks students to subject their own views to critical examination through rigorous application. This course will provide analysis of the issues of globalization you will encounter throughout your lifetime...and encourage you to anticipate futurescape challenges and opportunities.*

### ***Course Objectives and Learning Outcomes***

- 1. Recognize cultural differences with a particular focus on Occidental vs Oriental sensibilities and their effect on the operations of international business and marketing practitioners. Gain the ability to analyze these cultural differences in terms of opportunities and inherent risks in conducting marketing activities and in segmenting global markets.*
- 2. Gain global citizenship perspective, as well as cultural, economic and marketing insights as they relate to and contribute to the causes/consequences of globalization.*
- 3. Gain deeper understanding of the frameworks and techniques to conduct opportunity assessments, identify high potential regions, size markets and develop efficient and effective business/marketing strategy.*

### ***Required Materials***

Principal and required readings will be drawn from the following books, which are available for purchase in paperback at the Loyola Bookstore:

- Paul Mason, Post-Capitalism / A Guide to Our Future  
ISBN 978-0374235543
- Michael Sandel, What Money Can't Buy  
ISBN 978-0374203030
- Timothy Synder, On Tyranny / Twenty Lessons from the Twentieth Century  
ISBN 978084190114

Other assigned readings include papers by Marx, Smith, Keynes, Friedman - Thomas and Milton - Huntington, and other contemporary writers and theorists. These readings and case studies together with the assigned books are required as indicated on the syllabus. **It is the responsibility of each student to obtain copies of the Harvard Case Studies on their own. Cases can be found via Loyola's Library Services or can be purchased directly from Harvard's Case Study website at: <http://hbr.org/search>**

#### **Course Requirements and Grading Criteria Team & Individual Project Work**

The marketing plan/industry analysis document will be delivered in three increments and an oral defense. This team analysis will comprise 40% of your final grade. Class participation will contribute an additional 20% and individual work another 40%. Class participation and attendance is integral to the success of this course. I count on it heavily & will apply the Socratic Method in class.

Students will work in business teams for the Global Marketing Plan Analysis, presented during the last two weeks of class. An original marketing plan for a product/service/campaign will be developed in a specific foreign market/country and will include a comprehensive foreign market entry strategy, consumer behavior analysis and macromarketing analysis. Student teams are required to orally defend and provide a comprehensive marketing plan by executing the following:

**Two Phase Deliverables:**

1. *Market Overview / Country Analysis*
2. *Objectives & Strategies*
3. *Tactical Action Plan & Budget*

### GRADING OF PLAN

*Each team will be graded based on the following deliverables:*

<i>Presentation Skills</i>	<i>15%</i>
<i>Depth of Analysis</i>	<i>60%</i>
<i>Organization of Document</i>	<i>25%</i>

### Course Grade Summary

<i>PHASE I PROJECT</i>	<i>20%</i>
<i>PHASE II PROJECT</i>	<i>20%</i>
<i>INDIVIDUAL PAPER/BOOK REVIEW PAPERS)</i>	<i>40% (10% EACH X FOUR</i>
<i>INDIVIDUAL PARTICIPATION</i>	<i>20%</i>

### Class Participation

*The benefit of a theory or case orientated pedagogy depends upon the extent to which you engage and share your own viewpoints and conclusions to the critical judgment of the class. That is, after all, marketing's lifeblood: the sharing of ideas. You should view class participation both as an opportunity to ask questions to enhance your understanding AND demonstrate your understanding of the material. Comments and questions should be relevant to the material being discussed.*

*It is imperative that you read all the material assigned for each class and come to class with a series of comments that you think will be interesting to the class. Lectures will be held on Monday and Wednesday with Friday classes devoted to class debate and discussion raised in the readings. **If you must miss a class, you are expected to contact a classmate for the material. You miss it, you obtain it. It's simple. As important...be advised that "being in class" does not equal "being in class." Your participation grade is calculated based on your active, engaged contribution to class discussion.** Lectures will be posted on SAKAI over the weekend and since a team project is an integral class component, please keep in mind that you can only get credit for class participation if you are actually in the class. In addition, your*

*class colleagues are counting on your insight and it is not fair to them if you miss many class sessions. Everyone learns from your comments. Please remember to bring your name cards to class. This is your exercise in branding - you want your colleagues to associate your insights with you, the brand. Participation is measured equally at 25% each across the following criteria:*

***Relevancy / Research / Responsiveness / Rationale***

**Quinlan School of Business Policies:**

**Attendance**

*Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students. I rely heavily on class participation as a component of the final grade. Physically BEING in class does NOT equal PARTICIPATING in class. Each student is responsible for any assignments or requirements missed during an absence and for engaging in class debate, dialogue and discussions focused on the topics covered during each lecture.*

***My policy is that all laptops and communication devices must be turned to silent during class and if deemed disruptive, turned off.***

*When additional reading materials, handouts or presentations are assigned, they will be posted on Sakai before the class giving you time to print hard copies for class. Please be in class on time. Repeat offenders will lose participation points. You are requested to prominently display your name card for each class.*

## Academic Integrity

*All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.*

*For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:*

*<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>*

Class by Class/Week by Week Course Outline

W/O JANUARY JANUARY 15· 2018

NO CLASS MONDAY JANUARY 15<sup>TH</sup> | DR· MLK OBSERVANCE

FIRST CLASS - JANUARY 17· 2018

Globalization 2018 | The Age of Consequence & Blowback

For Perspective | [The Barrack Obama Presidency](#)

For Term Context | [Eurasia Group 2018 Risks](#)

Has the End of Capitalism Begun? And What Does it Mean If It Has?

- Paul Mason <http://www.theguardian.com/books/2015/jul/17/postcapitalism-end-of-capitalism-begun>
- [The Economist http://www.economist.com/news/finance-and-economics/21660549-forecasts-decline-capitalism-are-premature-advancing-not-retreating?fsrc=scn/fb/te/pe/ed/advancingnotretreating](http://www.economist.com/news/finance-and-economics/21660549-forecasts-decline-capitalism-are-premature-advancing-not-retreating?fsrc=scn/fb/te/pe/ed/advancingnotretreating)

**Begin Reading Synder's On Tyranny**

W/O JANUARY 22· 2018

*INTERPRETING GLOBALIZATION AS MACROMARKETERS*

*FIRST ASSIGNMENT DUE AT 5:00PM ON SAKAI BY FRIDAY JANUARY 19· 2018 /  
INDIVIDUAL ETHNOGRAPHIC*

- *What is MacroMarketing Chapter 10 (Resource on SAKAI)*

*W/O JANUARY 29· 2018*

*Global Affluenza: The End of an Era*

- *Marketing Project: Define Team Assignments / Work Load / Client / Country*
- *The Globalization of Markets by Theodore Levitt (RESOURCE ON SAKAI)*
- *The Clash of Civilizations by Samuel Huntington (RESOURCE ON SAKAI)*

*W/O FEBRUARY 5· 2018*

*Reflections on Justice, Access & The Good Life*

- *World Happiness Report (See Resource on Sakai)  
Edited by John Helliwell, Richard Layard & Jeffrey Sachs*

*Begin Reading Paul Mason's Post Capitalism*

*w/o February 12· 2018*

*Marketing Renaissance | Opportunities & Imperatives for Improving Marketing*

- *HBR's Marketing Reading | Global Marketing  
Product #8182-HTM-ENG  
<https://hbr.org/product/marketing-reading-global-marketing/8182HB-HTM-ENG>*

*Deliverables: Phase One Project | Market Overview Due  
Individual Paper - Analysis of Books & Future Projections*

*W/O FEBRUARY 19· 2018*

*A Crisis of Imagination | Profits without Prosperity*

- *[HBR's List for Solving the World's Problems](#)*



W/O FEBRUARY 26· 2018

Africa, Middle East, Foreign Aid & The Barefoot Movement

- [Ted Talk of Bunker Roy](#)
- [William Easterly](#)
- Africa, Middle East - [Egypt & Vodafone](#)

w/o MARCH 5· 2018

### SPRING BREAK

SECOND INDIVIDUAL PAPER DUE MONDAY MARCH 19· 2018 - DIVIDE WORK DURING BREAK

W/O MARCH 12· 2018

REMOTE LECTURE (ONLINE) WED & FRI MARCH 14<sup>TH</sup> & 16<sup>TH</sup>

WITH LOVE FROM CALIFORNIA | BUILDING NEW MARKETS

- [REDUCING FOOD WASTE](#)
- [THE CALIFORNIA RESPONSE TO 2017 TAX BILL](#)
- [CBS 60 Minutes December 10· 2017 Interview with California Governor Jerry Brown](#)

Third Deliverable: Team Book Review Paper Submitted to SAKAI

w/o MARCH 19· 2018

Documentary Screening | Ivory Tower or The Big Short or Inside Job

Begin Reading Michael Sandel's [What Money Can't Buy](#)

w/o MARCH 26· 2018

NO CLASS GOOD FRIDAY MARCH 30<sup>TH</sup>

THE BLACK SWANS ARE SPREADING: FINDING NEW VALUE NICHES

- TrendWatching 2017  
<http://trendwatching.com/trends/5-trends-for-2017/>
- COI Future Brands (RESOURCE ON SAKAI)

W/O APRIL 2· 2018

NO CLASS EASTER OBSERVANCE MONDAY APRIL 2<sup>ND</sup>

*Developing Global Marketing Strategies / Planning & Product Development in The Era of Populism*

- [2017 EDELMAN TRUST BAROMETER](#)
- [TRENDWATCHING TRUTHFUL CONSUMERISM](#)

*W/O APRIL 9. 2018*

*The Future of Globalization*

- *JOURNAL OF CUSTOMER BEHAVIOUR ARTICLES (RESOURCE ON SAKAI)*
- [EUROMONITOR FUTURE CONSUMER HOUSEHOLDS 2030 \(RESOURCE ON SAKAI\)](#)

*Deliverables: Individual Reflections Paper Submitted to SAKAI*

*W/O APRIL 16. 2018*

*Wednesday April 18<sup>th</sup> Deliverables:*

*Phase Two Export Project / Objectives & Strategies Review & Prep*

*W/O APRIL 23. 2018*

*PREPARE FOR FINAL PRESENTATIONS*

*FRIDAY, MAY 4. 2018 @ 9:00AM*

*FINAL EXAMINATION DATE / FINAL PRESENTATIONS*

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*Please note: This class may deviate from the course outline above.  
The instructor reserves the right to make changes as needed to the course syllabus.*