### 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. This course explores the complex foundations of contemporary marketing & business strategy by asking 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.
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

- Thomas Piketty, Capital in the 21st Century

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 indicted 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 Marketing Plan Analysis, presented during the last two weeks of class. 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
   Tactical Action Plan & Budget
**GRADING OF PLAN**

Each team will be graded based on the following deliverables:

- Presentation Skills 15%
- Depth of Analysis 60%
- Organization of Document 25%

**Course Grade Summary**

- PHASE I PROJECT 15%
- PHASE II PROJECT 25%
- INDIVIDUAL PAPER/BOOK REVIEW 40% (20% EACH)
- INDIVIDUAL PARTICIPATION 20%

**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

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**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. Faculty may set participation policies unique to their courses and use class participation as a component of the final grade. The student is responsible for any assignments or requirements missed during an absence.

**My policy is that all laptops and communication devices must be turned off during class.**

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:
Class by Class/Week by Week Course Outline

W/O JANUARY 16. 2017

NO CLASS MONDAY JANUARY 16TH FOR MLK OBSERVATION

FIRST CLASS – JANUARY 18.2017

Globalization 2017 | The Age of Consequence & Blowback

The Barrack Obama Presidency

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

Begin Reading Nassim Mason’s Post-Capitalism

W/O JANUARY 23. 2017

NO CLASS FRIDAY JANUARY 27TH – THE OPED PROJECT EXPLAINED

FIRST ASSIGNMENT DUE AT 5:00PM ON SAKAI

Interpreting Globalization as Macromarketers

- What is MacroMarketing Chapter 10 (Resource on SAKAI)

W/O JANUARY 30. 2017

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 6. 2017

Reflections on Justice, Access & The Good Life

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

Begin Reading Thomas Piketty’s Capital in the 21st Century
w/o February 13. 2017
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

w/o February 20. 2017
A Crisis of Imagination | Profits without Prosperity
In Class Assignment Friday, February 24th

- HBR’s List for Solving the World’s Problems
  https://cb.hbsp.harvard.edu/cbmp/product/R1201B-PDF-ENG

w/o February 27. 2017
DOCUMENTARY SCREENING
w/o March 6. 2017
SPRING BREAK

w/o March 13. 2017
Africa, Middle East, Foreign Aid & The Barefoot Movement

- Ted Talk of Bunker Roy
  http://www.ted.com/talks/bunker_roy.html

- William Easterly

- Africa, Middle East – Egypt & Vodafone https://cb.hbsp.harvard.edu/cbmp/content/ES1451-PDF-ENG

  Deliverables: First Team Book Review Paper Submitted to SAKAI

w/o March 20. 2017

  Begin Reading Michael Sandel’s What Money Can’t Buy

w/o March 27. 2017
THE BLACK SWANS ARE SPREADING: FINDING NEW VALUE NICHES

- TrendWatching 2017
• COI Future Brands (RESOURCE ON SAKAI)
  w/o APRIL 3. 2017
Developing Global Marketing Strategies
Planning & Product Development in The Era of Populism

• JOURNAL OF CUSTOMER BEHAVIOUR ARTICLES (RESOURCE ON SAKAI)
  w/o APRIL 10. 2017

NO CLASS FRIDAY, APRIL 14th – GOOD FRIDAY OBSERVATION
The Future of Globalization

  Deliverables: Individual Reflections Paper Submitted to SAKAI

w/o APRIL 17. 2017

NO CLASS MONDAY, APRIL 17th – EASTER OBSERVATION
NO CLASS FRIDAY, APRIL 21st – FINAL PRACTICE/TEAM PREP

  Wednesday April 19th Deliverables:
  Phase Two Export Project | Objectives & Strategies Due

w/o APRIL 24. 2017

PREPARE FOR FINAL PRESENTATIONS

Monday, May 1. 2017 @ 9:00-11:00

FINAL EXAMINATION DATE | FINAL PRESENTATIONS

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.