



MKT627 Digital Analytical Global Marketing Management (3 credit hours) Course Syllabus

Course Description

This course will equip students with the skills and knowledge necessary to effectively develop and execute digital marketing strategies for global audiences. The course will cover a wide range of topics related to international marketing, including cross-cultural communication, global branding, localization and global market research.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Explain the importance of marketing in the global market.
2. Identify the factors in the global marketing environment.
3. Assess how firms enter global markets.
4. Create a global marketing plan.
5. Analyze different elements of global marketing strategies.

Prerequisites/Corequisites

MKT523

Required Textbook(s) and Resources

For this course you will need to obtain the following materials:

Green, M. C. & Keegan, W. J. (2020). *Global Marketing, Tenth Edition*. Pearson. ISBN: 9780134899763

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Course Readings and Assignments

Each week will begin with a short video and quiz that introduces the weekly learning objectives and encapsulates the focus of the weekly learning goals explored in the discussions and reading assignments. There are some weekly writing assignments, based on real world situations that identify and analyze global marketing objectives. Like all of the assignments for this course, the intention is to provide students with a deeper understanding of environmental and strategic approaches to global marketing, by identifying and analyzing the major dimensions of the global business environment.

Final Project

The final project for the course will encompass all of the weekly learning goals and provide students with the knowledge and skills to develop a global marketing plan, introducing a new product/brand (student's choice) into another country (student's choice), where it doesn't currently exist. In Week 1, students will select the product/brand, as well as the selected country for the product/brand. Week 4 will require the submission of a rough draft of the marketing plan. The final project, due in Week 6, consists of a completed global marketing

plan, presented using the APA writing requirements for formal paper, as well as the required criterion described in the assignment directions.

Key Assessment (Taskstream Submission)

This TU course features a “Key Assessment” that provides you the opportunity to demonstrate your program’s core competencies. It also shows how the course fits within the broader curriculum. For this course, the key assessment is the global marketing plan, which must be submitted both in Moodle and in Taskstream.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Video/Quiz Activity 1.2 (10)	Video/Quiz Activity 2.1 (10)	Video/Quiz Activity 3.1 (10)	Video/Quiz Activity 4.1 (10)	Video/Quiz Activity 5.1 (10)	Video/Quiz Activity 6.1 (10)	Video/Quiz Activity 7.1 (10)	70
Discussions Activity 1.1 (n/a) Activity 1.3 (40) Activity 1.4 (40)	Discussion Activity 2.2 (40)	Discussion Activity 3.2 (40)	Discussion Activity 4.2 (40)	Discussion Activity 5.2 (40)	Discussion Activity 6.1 (40)	Discussion Activity 7.2 (40)	320
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90	130	130	130	130	260	130	1000

Grading Scale

A: 90-100%

B: 80-89%

C: 70-79%

F: <70%

Please see the [Academic Bulletin](#) for grade appeal information.

Course Schedule and Weekly Checklist

Start Here

- MON: Activity 1.1: Hey, I Know You! - Initial Post

Week 1

- WED: Activity 1.1: Hey, I Know You! - Optional Secondary Posts
- WED: Activity 1.2: Video/Quiz - Global Marketing
- WED: Activity 1.3: Global Integration and Leveraging - Initial Post
- WED: Activity 1.4: Product Introduction - Initial Post
- SAT: Activity 1.3: Global Integration and Leveraging - Secondary Posts
- SAT: Activity 1.4: Product Introduction - Secondary Posts

Week 2

- WED: Activity 2.1: Video/Quiz - Diverse Environments
- WED: Activity 2.2: Preferential Trade Agreements - Initial Post
- SAT: Activity 2.2: Preferential Trade Agreements - Secondary Posts
- SUN: Activity 2.3: Social Culture

Week 3

- WED: Activity 3.1: Week 3 Video/Quiz - GIS
- WED: Activity 3.2: Global Market Research - Initial Post
- SAT: Activity 3.2: Global Market Research - Secondary Posts
- SUN: Activity 3.3: Global Segmentation

Week 4

- WED: Activity 4.1: Week 4 Video/Quiz - Strategies and Licensing

- WED: Activity 4.2: Market Entry Strategy - Licensing - Initial Post
- SAT: Activity 4.2: Market Entry Strategy - Licensing - Secondary Posts
- SUN: Activity 4.3: Exporting/Importing Study

Week 5

- WED: Activity 5.1: Week 5 Video/Quiz - Mix, Pricing & Distribution
- WED: Activity 5.2: Pricing Strategies - Initial Post
- SAT: Activity 5.2: Pricing Strategies - Secondary Posts
- SUN: Activity 5.3: Analyze Case Study

Week 6

- WED: Activity 6.1: Week 6 Video/Quiz - Communications
- WED: Activity 6.2: Marketing Communications - Initial Post
- SAT: Activity 6.2: Marketing Communications - Secondary Posts
- SUN: Activity 6.3: Global Marketing Plan

Week 7

- WED: Activity 7.1: Week 7 Video/Quiz - Opportunities & Challenges
- WED: Activity 7.2: Reflection - Initial Post
- THU: Activity 7.3: Unilever
- SAT: Activity 7.2: Reflection - Optional Secondary Posts

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback

will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
 - Fully participate in all learning activities.
 - Complete assignments as described in rubrics or other instructions.
 - Submit all work on time and in the specified format (e.g. APA format for citations).
 - Utilize and incorporate instructor provided feedback to improve your work.
 - Ask questions so you can better understand course material or assignments.
 - Use the highest standards of intellectual honesty and integrity. For details, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
 - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
 - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),

- thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
- provide constructive feedback on the strengths and weaknesses of your work with suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

Accommodations (Disability Services)

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at disabilityservices@tiffin.edu or by calling 419-448-3021.

Technical Support

For Moodle support, either email moodlesupport@tiffin.edu or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

Veterans

The Veteran and Military Resource Center assists veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.

Additional Support

If you need to consult an academic advisor refer to TU's [Meet the Team](#) page. For information about TU's peer tutoring program see the Murphy Center's [Tutoring Policies and Procedures](#) page.

Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share

feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at online@tiffin.edu.