

GLC725 Marketing Strategy: Concepts and Practice

(3 credit hours)

Course Syllabus

Course Description

This course will explore marketing theories and strategies that formulate practical application within the global environment. Students will analyze the differences necessary to create marketing strategies in cross-cultural environments. The focus of the course will examine competitive dynamics, technology and influence that impact organizational marketing practices.

Course Learning Outcomes

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

1. Consider strategic marketing development and the key phases of planning, implementation and control.
2. Evaluate how competitive dynamics impact organizational opportunities and strategies in the global market.
3. Assess principles of multinational organization marketing practices
4. Construct ways to address changing technology in strategic marketing that influence planning within global organizations.

Required Textbook(s) and Resources

Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2020). International marketing. McGraw Hill.

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](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this class you should plan your time wisely. With our accelerated, seven-week term, you should reserve roughly **twenty (20) hours per week** to complete readings and assignments.

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 forum discussion posts are due by **11:55 p.m. ET** on **Wednesdays** and response posts are due by **11:55 p.m. ET** on **Saturdays**.
4. Major assignments and reflections are due by **11:55 p.m. ET** on **Sundays**.

Learning Activities

Assessments for this course consist of seven discussion forums (50 points each), four written assignments (75 points each), four 50-point reflections, and as a culminating assignment, an international marketing plan and presentation in the final week (worth 75 points each).

Grading

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

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussion	50	50	50	50	50	100	--	350
Assignment	--	75	75	75	75	--	--	300
Reflection	50	50	--	--	--	50	50	200
Presentation	--	--	--	--	--	--	75	75
Marketing Plan	--	--	--	--	--	--	75	75
Total	100	175	125	125	125	150	200	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Week 1: International Trade Environment	<input type="checkbox"/> WED: Activity 1.1 - Meet Your Peers (Forum) – no grade <input type="checkbox"/> WED: Activity 1.2 (Forum): First Thoughts on Your International Marketing Plan <input type="checkbox"/> SAT: Activity 1.2 Forum Responses

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
	<input type="checkbox"/> SUN: Activity 1.3: Initial Reflection
Week 2: Environmental Factors	<input type="checkbox"/> WED: Activity 2.1 (Forum): Hofstede's Cultural Factors <input type="checkbox"/> SAT: Activity 2.1 Forum Responses <input type="checkbox"/> SUN: Activity 2.2: Foreign Corrupt Practices Act <input type="checkbox"/> SUN: Activity 2.3: Week 2 Reflection
Week 3: Marketing Research	<input type="checkbox"/> WED: Activity 3.1 (Forum): Should You Listen to the Customer? <input type="checkbox"/> SAT: Activity 3.1 Forum Responses <input type="checkbox"/> SUN: Activity 3.2: Challenges of Conducting Marketing Research in Host Countries
Week 4: Product Strategy	<input type="checkbox"/> WED: Activity 4.1 (Forum): Universal Standards for Industrial Products <input type="checkbox"/> SAT: Activity 4.1 Forum Responses <input type="checkbox"/> SUN: Activity 4.2: Developing a Product Strategy in a Host Country
Week 5: Distribution, Integrated Marketing Communication	<input type="checkbox"/> WED: Activity 5.1 (Forum): Hiring Ex-Pats as Salespeople <input type="checkbox"/> SAT: Activity 5.1 Forum Responses <input type="checkbox"/> SUN: Activity 5.2: Plan for Choosing a Sales Agent
Week 6: Price & Negotiations	<input type="checkbox"/> WED: Activity 6.1 (Forum): Payment Options for International Transactions <input type="checkbox"/> WED: Activity 6.2 (Forum): Problems with International Business Negotiations <input type="checkbox"/> SAT: Activity 6.1 & 6.2 Forum Responses <input type="checkbox"/> SUN: Activity 6.3 (Reflection): Future Research Topics
Week 7: International Marketing Plan	<input type="checkbox"/> SUN: Activity 7.1: International Marketing Plan <input type="checkbox"/> SUN: Activity 7.2: Presentation and Reflection

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 in any given week are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.