

Instructor: Paolo Sigismondi, MBA, PhD**I. Course Description**

The acceleration of the phenomena of globalization is impacting business practices worldwide across different sectors in all the phases of the value chain. Markets are becoming more and more intertwined and it has become imperative for all entities operating in the 21st century to analyze their consumers and their competitive landscape in global terms. The ability to effectively do so provides a key competitive advantage in order to create, capture and deliver value in an evolving global landscape. This course reviews the principles of marketing in a global perspective, focusing on the decisions regarding the communications mix. Different communication strategies are analyzed within the global – local dilemma. A specific emphasis on the global media and entertainment landscape is provided through a survey of the most relevant media markets.

II. Overall Learning Objectives

The goal of the course is to provide participants interested in careers in the communication industries analytical tools to identify the challenges and opportunities in the global marketplace. The analysis draws on relevant interdisciplinary theoretical frameworks as well as practical applications from case studies to bridge the gap between theory and practice utilizing lectures, articles, and industry reports.

III. Required Readings and Supplementary Materials**REQUIRED TEXTS**

- Keegan, W. J. & Green, M. C. (2016). Global Marketing (9th edition). Pearson.GM
- De Mooij, M. (2014). Global Marketing and Advertising: Understanding Cultural Paradoxes (4th edition). Sage Publications. GMA
- APA - Publication Manual of the American Psychological Association, (6th edition).

SUGGESTED READINGS

- Cooper-Chen, A. (Eds.) (2005). Global Entertainment Media: Content, Audiences, Issues. Mahwah, NJ: Lawrence Erlbaum Associates. GEM
- Sigismondi, P. (2012). The Digital Glocalization of Entertainment: New Paradigms in the Global Mediascape. New York: Springer Science + Business Media.

There may be additional short readings distributed in class or available on line.

IV. Assignments, Assessment and Grading Breakdown

COURSE REQUIREMENTS

- 1. Class participation.** Students are expected to make informed contributions to class discussions and online activities, coming to class having completed all assigned readings. There will be one-page reaction papers to the materials assigned (weeks 3-8), and assigned discussion leadership on specific media markets (weeks 9-12).
- 2. Midterm exam.** There will be a take-home midterm exam, due October 6 by 2:00 pm PST.
- 3. Course project.** Student will individually conduct research on a topic related to the course. The final presentations will take place in the last two weeks of classes, and they must include visual aids and a short paper (8-10 pages suggested).
- 4. Final exam.** There will be a take-home final exam to be turned in by 4:00 pm PST Thursday December 8.

ASSIGNMENT SUBMISSION POLICY

- All assignments are due on the dates specified. Late submissions of assignments will be penalized as indicated in each assignment prompt.
- Assignments must be submitted via e-mail to the instructors.

GRADING

Requirements will be weighed as follows:

	Points	% of Grade
Class Participation	50	10
Midterm Exam	125	25
Course Project	200	40
Final Exam	125	25
TOTAL	500	100%

The course measures an "A" as 94% or higher
an "A-" as 90-93%
a "B+" as 87-89%
a "B" as 84-86%
a "B-" as 80-83%
a "C+" as 77-79%
a "C" as 74-76%
a "C-" as 70-73% and so on

V. Laptop Policy

Effective fall 2014, all undergraduate and graduate Annenberg majors and minors will be required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg [Virtual Commons](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

VI. Tentative Course Schedule

Please be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, etc.

Week 1. The global marketing environment: An overview (Aug 25)

Week 2. Approaching global markets (Sep 1)

Week 3. Approaching global markets (continued) (Sep 8)

Week 4. Global market entry strategies (Sep 15)

Week 5. The global marketing mix: Pricing and distribution decisions (Sep 22)

Week 6. The global marketing mix: Product decisions and global brands (Sep 29)

Week 7. The global marketing mix: Integrated communication systems (Oct 6)

MIDTERM TAKE-HOME EXAM DUE

Week 8. The global marketing mix: Integrated communication systems (continued) (Oct 13)

Week 9. Media markets: Europe and the Americas (Oct 20)

Week 10. Media markets: Asia, Africa and Middle-East (Oct 27)

Week 11. Global competitive advantage and the digital revolution (Nov 3)

Week 12. Global media and the digital revolution: The digital globalization of entertainment (Nov 10)

Week 13. Project presentations (Nov 17)

Week 14 Thanksgiving Recess – no class (Nov 24)

Week 15. Project presentations (Dec 1)

VII. Policies and Procedures

A. Plagiarism

Statement on Academic Integrity

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. *SCampus*, the Student Guidebook, (www.usc.edu/scampus or <http://scampus.usc.edu>) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as Communication school administrators.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

B. Statement for Students with Disabilities

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is

delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website and contact information for DSP:

http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html, (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

C. Stress Management

If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

D. Sexual Assault Resource Center

The Center for Women & Men and the Sexual Assault Resource Center are one and the same. Student Counseling Services is a separate place that also offers confidential counseling and support groups on a variety of other topics. To schedule an appointment with Student Counseling Services, call (213) 740-7711 between 8:30 a.m. and 5 p.m. weekdays or visit the Engemann Student Health Center on the University Park Campus.

E. Emergency Preparedness/Course Continuity in a Crisis

In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.