

CMGT 556
Global Marketing Communication
Spring 2013*

Instructor: Paolo Sigismondi, MBA, PhD

Section: 21748D 2:00-4:50pm Th ASC228

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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.

COURSE GOAL

The goal of the course is to provide participants interested in careers in the communications industry 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.

REQUIRED TEXTS

Keegan, W. J. & Green, M. C. (2013). *Global Marketing (7th edition)*. Prentice Hall. GM

De Mooij, M. (2010). *Global Marketing and Advertising: Understanding Cultural Paradoxes (3rd 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. (2011). *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.

ADA COMPLIANCE STATEMENT

Any student requesting academic accommodation 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 your instructor 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. The phone number for DSP is 213-740-0776.

ACADEMIC INTEGRITY

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the Scampus guide. It is the policy of the School of Communication to report all violations of the code. Any serious violations or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication major or minor.

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 may 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 March 7 by 5:00 pm PST, to be turned in via e-mail to the instructor.
- 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 via e-mail to the instructor by 4:00 pm PST May 9.

GRADING

Requirements will be weighed as follows:

Class participation	10% - 50 points
Midterm exam	25% - 125 points
Course project	40% - 200 points
Final exam	25% - 125 points
Total	100% - 500 points

Tentative Class Schedule

Week 1. The global marketing environment: An overview (Jan. 17)

Week 2. Approaching global markets (Jan. 24)

Week 3. Approaching global markets (continued) (Jan. 31)

Week 4. Global market entry strategies (Feb. 7)

Week 5. The global marketing mix: Pricing and distribution decisions (Feb. 14)

Week 6. The global marketing mix: Product decisions and global brands (Feb. 21)

Week 7. The global marketing mix: Integrated communication systems (Feb. 28)

Week 8. The global marketing mix: Integrated communication systems (continued) (Mar. 7)

MIDTERM TAKE-HOME EXAM DUE

Week 9. Media markets: Europe and the Americas (Mar. 14)

SPRING RECESS – NO CLASS (Mar. 21)

Week 10. Media markets: Asia, Africa and Middle-East (Mar. 28)

Week 11. Global competitive advantage and the digital revolution (Apr. 4)

Week 12. Global media and the digital revolution: The digital globalization of entertainment (Apr. 11)

Week 13. Global-local dilemmas and innovation in the 21st century marketplace: Glocalization and reverse innovation (Apr. 18)

Week 14. Project presentations (Apr. 25)

Week 15. Project presentations (May. 2)

***Preliminary version of the syllabus, to be updated by January 2013**