

**CMGT 556\***  
**Global Marketing Communication**  
**Fall 2013**

**Instructor:** Paolo Sigismondi, MBA, PhD

**Section:** 21748D 2:00-4:50pm M ASC 231

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**Office:** ASC 102A Office Hours: 9:00-10:00am M, 2:30 – 3:30pm W, and by appointment

## **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 21<sup>st</sup> 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 (7<sup>th</sup> edition)*. Prentice Hall. GM

De Mooij, M. (2010). *Global Marketing and Advertising: Understanding Cultural Paradoxes (3<sup>rd</sup> edition)*. Sage Publications. GMA

APA - *Publication Manual of the American Psychological Association, (6<sup>th</sup> 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 October 14 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 Friday December 13.

## 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 (Aug 26)**

**Week 2. LABOR DAY – NO CLASS (Sep 2)**

**Week 3. Approaching global markets (Sep 9)**

**Week 4. Approaching global markets (continued) (Sep 16)**

**Week 5. Global market entry strategies (Sep 23)**

**Week 6. The global marketing mix: Pricing and distribution decisions (Sep 30)**

**Week 7. The global marketing mix: Product decisions and global brands (Oct 7)**

**Week 8. The global marketing mix: Integrated communication systems (Oct 14)  
MIDTERM TAKE-HOME EXAM DUE**

**Week 9. The global marketing mix: Integrated communication systems (continued) (Oct 21)**

**Week 10. Media markets: Europe and the Americas (Oct 28)**

**Week 11. Media markets: Asia, Africa and Middle-East (Nov 4)**

**Week 12. Global competitive advantage and the digital revolution (Nov 11)**

**Week 13. Global media and the digital revolution: The digital globalization of entertainment (Nov 18)**

**Week 14. Project presentations (Nov 25)**

**Week 15. Project presentations (Dec 2)**

**\*Preliminary syllabus to be updated by August 2013**