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


SUGGESTED READINGS


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 10-13).
2. Midterm exam. There will be a take-home midterm exam, due by 2:00 pm PST October 4.
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 6.

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

GRADING
Requirements will be weighed as follows:

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<thead>
<tr>
<th></th>
<th>Points</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>125</td>
<td>25</td>
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<tr>
<td>Course Project</td>
<td>200</td>
<td>40</td>
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<tr>
<td>Final Exam</td>
<td>125</td>
<td>25</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>500</td>
<td><strong>100%</strong></td>
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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

Week 2. Approaching global markets

Week 3. Approaching global markets (continued)

Week 4. Global market entry strategies

Week 5. The global marketing mix: Pricing and distribution decisions

Week 6. The global marketing mix: Product decisions and global brands

Week 7. The global marketing mix: Integrated communication systems

MIDTERM TAKE-HOME EXAM DUE

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

Week 9. Local adaptations in Marketing Communication

Week 10. Media markets: Europe and the Americas

Week 11. Media markets: Asia, Africa and Middle-East

Week 12. Global competitive advantage and the digital revolution

Week 13. Project presentations

Week 14. Thanksgiving – University Holiday

Week 15. Project presentations
Statement on Academic Conduct and Support Systems

Academic Conduct:
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Support Systems:
Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling
National Suicide Prevention Lifeline – 1 (800) 273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org
Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp
Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu
Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu
Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support
The Office of Disability Services and Programs
Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu
Student Support and Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa
Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu
USC Emergency Information
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu
USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.
Provides overall safety to USC community. dps.usc.edu