

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. (2017). 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

- 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 two 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 February 18.

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 Monday May 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 on Blackboard.

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

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

Weeks 12 and 13. Global competitive advantage and the digital revolution

Week 14. Project presentations

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, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call
engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call
engemannshc.usc.edu/rsvp

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086
equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

Bias Assessment Response and Support - (213) 740-2421
studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/ssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.