



CMGT 556 Global Marketing Communication

4 Units

Spring 2020: Thursday 2:00-4:50pm

Section: 21753

Location: ANN L116

Instructor: Paolo Sigismondi, MBA, PhD

Office: ASC 227E

Office Hours: 1:00-2:00 pm Th, and by
appointment

Contact Info: sigismon@usc.edu

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. 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.

II. Student Learning Outcomes

By the end of this course participants interested in careers in the communication industries will have developed analytical tools to identify the challenges and opportunities in the global marketplace and to manage the international communication decisions within the marketing mix implementing effective global integrated communication to create and sustain competitive advantage. Having explored and analyzed the multifaceted international landscape, shaped by unfolding phenomena of globalization and cultural differences around the globe, this course contributes to hone the skills relevant to living and working in a diverse world and to become a global citizen.

Prerequisite(s): None

Co-Requisite(s): None

Concurrent Enrollment: None

Recommended Preparation: Introductory courses in Marketing

III. Course Notes

This course will utilize Blackboard for and all class materials and assignments.

IV. Description and Assessment of Assignments

- *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 3-6), and assigned discussion leadership on specific markets (weeks 10-13).
- *Midterm exam.* There will be a take-home midterm exam, due on Blackboard by 2:00 pm PST February 27.
- *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).
- *Final exam.* There will be a take-home final exam to be turned in on Blackboard by 4:00 pm PST Thursday May 7.

V. Grading

a. Breakdown of Grade

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

b. Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

c. Grading Standards

Grades will be assigned as follows:

A/A- outstanding, thoughtful and enthusiastic work

B+/B above average work, demonstrating good insight into assignment

B-/C+ needs improvement on ideas, argument and follow through

C and below fulfilling the bare minimum and showing little understanding of the material

d. Grading Timeline

The standard timeline for grading and feedback is one week after the exam.

VI. Assignment Rubrics

Each assignment/exam in the course will include specific information illustrating the expectations and grading for its different component parts.

VII. Assignment Submission Policy

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will be penalized. Assignments must be submitted via Blackboard

VIII. Required Readings and Supplementary Materials

Required Texts

- Keegan, W. J. & Green, M. C. (2020). Global Marketing (10th edition). Pearson.GM
- De Mooij, M. (2019). Global Marketing and Advertising: Understanding Cultural Paradoxes (5th edition). Sage Publications. GMA
- APA - Publication Manual of the American Psychological Association, (6th edition).

Suggested Additional Texts

- Sigismondi, P. (2012). The Digital Glocalization of Entertainment: New Paradigms in the Global Mediascape. New York: Springer Science + Business Media. Available through the USC electronic library system. DGE
 - Sigismondi, P. (Ed.) (2019). World entertainment media: Global, regional and local perspectives. New York, NY: Routledge. WEM
- There may be additional short readings distributed in class or available on line.

IX. Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the **Annenberg Digital Lounge** for more information. To connect to USC's Secure Wireless network, please visit USC's **Information Technology Services** website.

X. Add/Drop Dates for Session 001 (15 weeks: 1/13/20 – 5/1/20)

Friday, January 31: Last day to register and add classes for Session 001

Friday, January 31: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

Tuesday, February 4: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001

Friday, February 28: Last day to drop a course without a mark of "W" on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, February 28: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, April 3: Last day to drop a class with a mark of "W" for Session 001

XI. Course Schedule: A Weekly Breakdown

Tentative Course Schedule

Important note to students: Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability

Week 1. The global marketing environment: An overview

GM: Chapter 1 – Introduction to global marketing

Chapter 2 – The global economic environment

- Ghemawat, P. (2001). Distance still matters: The hard reality of global expansion. Harvard Business Review.

Week 2. Approaching global markets

GMA: Chapter 1 - The paradoxes in global marketing communications

Chapter 3 – Values and culture

GM: Chapter 3 – The global trade environment

Chapter 4 – Social and cultural environments

Week 3. Approaching global markets (continued)

GM: Chapter 7 – Segmentation, targeting, and positioning

Chapter 8 – Importing, exporting, and sourcing

- Wang, V., Cruthirds, K., Wang, Y., & Wei, J. (2014). “Enculturated” Pleasure: A Study in Multicultural Engagement How Do Mexican and U.S. Consumers Respond to Humorous Advertising Differently? Journal of Advertising Research, 54(3). Retrieved from Warc
- Witheside, S. (2015) Kimberly-Clark's tips for reaching Generation Z. Event Reports, The Market Research Event, November 2015. Retrieved from Warc

Week 4. Global market entry strategies

GM: Chapter 6 – Global information systems and market research

Chapter 9 – Global market-entry strategies: Licensing, investment, and strategic alliances

Chapter 16 – Strategic elements of competitive advantage (pp. 488-521)

Quick MBA: Global Strategy. Available at: <http://www.quickmba.com/strategy/global/>

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

GM: Chapter 11 – Pricing decisions

Chapter 12 – Global marketing channels and physical distribution

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

GM: Chapter 10 – Brand and product decisions in global marketing

GMA: Chapter 2 – Global branding

- Madupu, V. & Cooley, D. O. (2010). Cross-cultural differences in online brand communities: An exploratory study of Indian and American online brand communities, Journal of International Consumer Marketing, 22(4), (pp.363 — 375).
- Archpru Akaka, M., & Alden, D. (2010). Global brand positioning and perceptions: International advertising and global consumer culture. International Journal of Advertising, 29(1). Retrieved from Warc

Week 7. The global marketing mix: Integrated communication systems

GMA: Chapter 4 Dimensions of culture

Chapter 5: Culture and consumer behavior

Chapter 6: Researching and applying cultural values

Chapter 7: Culture and communication

GM: Chapter 14 – Global marketing communication decisions II: Promotions, personal selling, and special forms of marketing communications

- Carrillat, F., D'Astous, A., & Lazure, J. (n.d.). For Better, for Worse? What to Do when Celebrity Endorsements Go Bad. *Journal of Advertising Research*, 53(1), 15-30. Retrieved from Warc.
- Muzellec, L., Kanitz, C., & Lynn, T. (n.d.). Fancy a coffee with Friends in 'Central Perk'? Reverse product placement, fictional brands and purchase intention. *International Journal of Advertising*, 32(3), 399-417. Retrieved from Warc.
- Osilaja, L. (2014). The future of product placement. MEC. Retrieved from Warc.

MIDTERM TAKE-HOME EXAM DUE

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

GM: Chapter 13 – Global marketing communication decisions I: Advertising and public relations

- Maslowska, E., Smit, E., & Van den Putte, B. (2013). Assessing the cross-cultural applicability of tailored advertising - A comparative study between the Netherlands and Poland. *International Journal of Advertising*, 32(4), 487-511. Retrieved from Warc.
- Griffiths, M. & Mills, W. L. (2015) The ideal man: The challenge of national cultures for global brands TNS, Intelligence Applied, June 2015 Retrieved from Warc

Week 9. Local adaptations in Marketing Communication

GMA: Chapter 8: Culture and the media

Chapter 9: Culture and advertising appeals

- Sigismondi P. (Ed.) (2016). Babel and globalization: Translating in the 21st century [Special section]. *International Journal of Communication*, 10(2016), 860-1119
- Chow, L.L. (2015) Making global brands local: How Unilever adapts its marketing strategy for Pinoy consumers Event Reports, Festival of Media Asia Pacific, March 2015.

Week 10. An Overview of Different Media markets: Europe and the Americas

WEM Chapters 1-11

Week 11. An Overview of Different Media markets: Asia, Africa and Middle-East

WEM Chapters 12-22

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

GM: Chapter 15 – Global marketing and the digital revolution

GMA: Chapter 11: From value paradox to strategy

Sigismondi, P. (2011). *The digital globalization of entertainment: New paradigms in the global mediascape*. New York: Springer Science + Business Media. DGE

Backaler, J., & Shankman, P. (2018). *Digital influence: unleash the power of influencer marketing to accelerate your global business*. Cham, Switzerland: Palgrave Macmillan.

Available via the USC library system.

Week 14. Project presentation

Week 15. Project presentations

FINAL EXAM: There will be a take-home final exam to be turned in on Blackboard by 4:00 pm PST Thursday May 7.

XII. Policies and Procedures

Additional Policies

Attendance will not be taken, but it is expected. Please let me know in advance in the event you are missing a class.

Communication

You are welcome to contact me outside of class during office hours and if you cannot come to office hours via email to arrange a meeting time. I will reply to emails within 48 hours.

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

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.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

studenthealth.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 and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

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

Office of Equity and Diversity (OED)- (213) 740-5086 | *Title IX* – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by 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. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, 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

uscsa.usc.edu

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.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.