



CMGT 556 GLOBAL MARKETING COMMUNICATION

4 units

Fall 2021 – Thursday 6:30-9:20 pm

Section: 21753

Location: ANN L101

Instructor: Ted Skidmore

Office: N/A

Office Hours: By appt.

Contact Info: Eskidmor@usc.edu

I. Course Description

The acceleration of the phenomena of globalization is impacting business practices worldwide across different sectors in all 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 theoretical frameworks as well as practical applications from specific case studies to bridge the gap between theory and practice utilizing lectures, articles, and industry reports. Case studies will be drawn from many diverse categories including: Retail, Automotive, Entertainment, Technology, and Fashion/Lifestyle.

II. Student Learning Outcomes

By the end of this course participants 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. 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

The course is standard letter grade. Classes will be held on campus.

This course will utilize Blackboard for 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.
- *Midterm exam.* There will be a take-home midterm exam, due on Blackboard. Specific date and time of assignment due date will be communicated.
- *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 8:00pm PST Thursday, April 28th.

V. Grading

a. Breakdown of Grade

Assignment	Points	% of Grade
Self-Introduction	10	10
Class participation	10	10
Midterm Exam	30	30
Course Project (Deck + Presentation)	50	50
TOTAL		100%

b. Grading Scale

- A 95.0% or higher**
- A- 90.0%-94.9%**
- B+ 87.0%-89.9%**
- B 83.0%-86.9%**
- B- 80.0%-82.9%**
- C+ 77.0%-79.9%**
- C 73.0%-76.9%**
- C- 70.0%-72.9% (C- or lower is a failing grade)**
- D 60.0%-69.9%**
- F 59.9% or lower**

c. Grading Standards

Letter Grade	Description
A	Excellent; demonstrates extraordinarily high achievement; comprehensive knowledge and understanding of subject matter; all expectations met and exceeded.
B	Good; moderately broad knowledge and understanding of subject matter; explicitly or implicitly demonstrates good, if not thorough understanding; only minor substantive shortcomings.
C	Satisfactory/Fair; reasonable knowledge and understanding of subject matter; most expectations are met; despite any shortcomings, demonstrates basic level of understanding.
D	Marginal; minimal knowledge and understanding of subject matter; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding.
F	Failing; unacceptably low level of knowledge and understanding of subject matter; deficiencies indicate lack of understanding.

d. Grading Timeline

Your work can be classified as simpler tasks, or complex multi-faceted projects. Simpler, smaller assignments can be usually evaluated within 7 days. More complex work typically needs about 14 days to evaluate thoroughly.

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

Assignment submission policies involve the following aspects:

- *Deadlines. Deadlines are Los Angeles time. If you are unable to submit an assignment on time, inform the instructor and request an extension. Penalties may still be imposed, communicating with the instructor is crucial. Non communication invites worse penalties. This practice is not meant to be punitive. Rather it is designed to cultivate professionalism, especially about reliability. .*
- *Procedures. Assignments must be submitted via Blackboard.*
- *See separate assignment instructions for specific additional guidance.*

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
- Sigismondi, P. (Ed.) (2019). World Entertainment Media: Global, regional and local perspectives. New York, NY: Routledge. WEM

IX. Laptop and Technology 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 resources. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services \(ITS\)](#) website.
- Other software in this online environment becomes useful. One is [VoiceThread](#), which allows creation of presentations with video, graphics, voice and text, with multiple creators. Annenberg has [VoiceThread](#) accounts for all students, login with your USC email and password. Another is your smartphone's screen capture and recording [functions](#).

X. Add/Drop Dates (15 weeks: Jan.13 to May 5th, 2022)

Friday, 1/28: Last day to register and add classes

Friday, 1/28: Last day to drop a class without a mark of "W," and receive a refund

Friday, 2/25: Last day to drop a course without a mark of "W" on the transcript.

Friday, 4/8: Last day to drop a class with a mark of "W" for Session 001

Friday, 2/25: Last day to change between letter grade or Pass/No pass in a letter graded course

Course Schedule: A Weekly Breakdown

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.*

Policies and Procedures

Week 1 (Jan. 13) The global marketing environment: An Overview

GM: Chapter 1 – Introduction to global marketing

GM: Chapter 2 – The global economic environment (pages 62-82)

Week 2 (Jan. 20) Approaching global markets

GMA: Chapter 1 – The paradoxes in global marketing communications

GMA: Chapter 3 – Values and culture

GM: Chapter 4 – Social and cultural environments

Week (Jan. 27) Approaching global markets

GM: Chapter 7 – Segmentation, targeting, and positioning

• 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.

ASSIGNMENT #1: SELF-INTRODUCTION DUE

Week 4 (Feb. 3) Global market entry strategies

GM: Chapter 6 – Global information systems and market research

GM: Chapter 9 – Market-entry strategies: Licensing, investment, strategic alliances

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

• [How Disney Turned 'Frozen' Into a Cash Cow](#). By Binyamin Applebaum, *The New York Times Magazine*, 11/18/14

Week 5 (Feb. 10) The global marketing mix: Global Retail

GM: Chapter 11 – Pricing decisions in global marketing

GM: Chapter 12 – Global marketing channels and physical distribution

Week 6 (Feb. 17) The global marketing mix: Global Branding

GM: Chapter 10 – Brand and product decisions

GMA: Chapter 2 – Global branding

Week 7 (Feb. 24) The global marketing mix: Integrated communication systems

GMA: Chapter 5 – Culture and consumer behavior

GMA: Chapter 7 – Culture and communication

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

• Osilaja, L. (2014). The future of product placement. MEC. Retrieved from Warc.

MIDTERM TAKE-HOME EXAM DUE

Week 8 (Mar. 3) The global marketing mix: Integrated communications systems (continued)

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

• 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 (Mar. 10) Local adaptations in Marketing Communication

GMA: Chapter 8: Culture and media

GMA: Chapter 9: Culture and advertising appeals

• Vijay Mahajan (2016) How Unilever Reaches Rural Consumers – Emerging Markets

• Sigismondi P. (Ed.) (2016). Babel and globalization: Translating in the 21st century {Special Section}. International Journal of Communication, 10(2016), 860-1119

Week 10. SPRING BREAK / NO CLASS ON MAR. 17

Week 11 (Mar. 24) An Overview of Media Markets: US & Europe Spotlight

WEM: Chapters 1, 3, 8 (US, France, UK)

Week 12 (Mar. 31) An Overview of Media Markets: Asia Spotlight

WEM: Chapters 18, 19 (China, Korea)

Week (Apr. 7) IN CLASS PROJECT WORK

Week 14 (Apr. 14) Global competitive advantage and the digital revolution

GM: Chapter 15 – Global marketing and the digital revolution

GMA: Chapter 11 – From value paradox to strategy

• 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 15 (Apr. 21) TBD

Week 16 (Apr. 28) Project presentations – Group 1

Week 17 (May 5) Project presentations – Group 2

Note: USC Study Days are: 4/30-5/3

XII. Policies and Procedures

Communication

You are welcome to contact me outside of class to schedule a Zoom chat. 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](#).” Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school’s policy.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course, without approval of the instructor.

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.symplcity.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
uscса.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://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-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.