



## **CMGT 556 GLOBAL MARKETING COMMUNICATION**

**4 units**

**Spring 2023 – Thurs. 2-450pm**

**Section: 21775**

**Location: ASC G34**

**Instructor: Ted Skidmore**

**Office: N/A**

**Office Hours: By appt.**

**Contact Info: [Eskidmor@usc.edu](mailto: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 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. 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 and research. Case studies will be drawn from many diverse brands within such categories as: 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.

**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

- **Self introduction.** Students will be required to provide a written self-introduction for the instructor, details to be provided in class.
- **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 Team project.** Student teams will individually conduct research on a topic related to the course. The course project includes the submission of a written deck and a final presentation on key findings.
- **Final exam (Essay).** There will be a take-home final exam, due on Blackboard. Due date will be the last day of scheduled class (Thurs. May 4)

### V.Grading

Assignment	Points	% of Grade
Self-Introduction	10	10
Class participation	10	10
Midterm Exam	20	20
Course Team Project (Deck + Presentation)	40	40
Final Exam (Essay)	20	20
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.

### e. Attendance Policy

Graduate school is in many ways preparation or refinement for successful professional lives. Professional success depends on a range of skills and behaviors; one foundational behavior is showing up, on time and alert. So, come to class. Come to class on time. When you are here, be here.

Not being here (i.e. being absent or being late) will accumulate penalties. You are allowed one absence without penalty. Thereafter, the second absence costs 2% of the total grade, the third costs 3% additional, the fourth 4% additional. If you are absent from four class sessions your penalty will be (2+3+4=9% of the total grade), i.e. if you originally earn a 90% (A-), the grade drops to 81% (B-). Being absent from more than four sessions opens the possibility for more stringent penalties (e.g. the highest grade to be earned is a C).

## 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*

## VIII. Required Readings and Supplementary Materials

Required Textbooks (**Note: of the three, one (Sigismondi) – is available as an E-book, free through the USC Library**).

- Keegan, W.J. & Green, M.C. (2020). Global Marketing (10<sup>th</sup> edition). Pearson. GM
- De Mooij, M (2019). Global Marketing and Advertising: Understanding Cultural Paradoxes (5<sup>th</sup> edition). Sage Publications. GMA

Suggested Textbook.

**Available as a free resource through the USC library (available as an E-book):**

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

## 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 (Thurs. Jan. 12 – Thurs. May 4)**

Friday, 1/27: Last day to register and add classes

Friday, 1/27: Last day to drop a class without a mark of “W,” and receive a refund

Friday, 1/27: Last day to purchase or waive Tuition refund insurance for Spring

Friday, 2/24: Last day to drop a course without a mark of “W” on the official transcript only.

Friday, 2/24: Last day to change a Pass/No pass to a letter grade

Friday, 4/7: Last day to drop a class with a mark of “W” for Session 001

### **Additional key dates**

Spring Recess: Mar. 12-19

USC Study Days: 4/29-5/2

Commencement: Friday, May 12

### **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 (Thurs. Jan.12) The global marketing environment: An Overview**

GM: Chapter 1 – Introduction to global marketing

• “Re-inventing globalisation,” The Economist, 6/18/22

#### **Week 2 (Thurs. Jan. 19) Approaching global markets /Self-Intro Reveal\*\***

GMA: Chapter 1 – The paradoxes in global marketing communications

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

GM: Chapter 4 – Social and cultural environments

#### **Week 3 (Thurs. Jan. 26) The Global Consumer**

GMA: Chapter 3 – Values and culture

GM: Chapter 7 – Consumer segmentation, targeting, and positioning

**\*\*ASSIGNMENT #1: SELF-INTRODUCTION DUE: Tues. Jan. 24 by 8pm PST\*\***

#### **Week 4 (Thurs. Feb. 2) Global market entry strategies / Segmentaton Part 2**

GM: Chapter 6 – Global information systems and market research

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

**Week 5 (Thurs. Feb. 9) Global marketing mix: Global Retail / Midterm Reveal**

GM: Chapter 11 – Pricing decisions in global marketing

GM: Chapter 12 – Global marketing channels and physical distribution

**Midterm due: Wed. Feb. 15**

**Week 6 (Thurs. Feb. 16) Global marketing mix: Global Branding**

GM: Chapter 10 – Brand and product decisions

GMA: Chapter 2 – Global branding

• NFTs Could be the Ticket to Your Next Great Meal. By Jenn Harris, The Los Angeles Times, 1/19/22

**Week 7 (Thurs. Feb. 23) – The Power of Branding / (Team Project Reveal)**

**Week 8 (Thurs. Mar. 2) Global marketing mix: Advertising**

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

• Griffiths, M. & Mills, W.L. (2015) The ideal man: The challenge of national cultures for global brands TNS, Intelligence Applied, June 2015.

**Week 9 (Thurs. Mar. 9) Branding & Marketing Communications / (Prof Mtg. #1)**

GMA: Chapter 5 – Culture and consumer behavior

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

**\*\*Week 10 (Thurs. Mar. 16) – Spring Break/No Class\*\***

**Week 11 (Thurs. Mar. 23) Social Media/Entertainment Markets**

**Week 12 (Thurs. Mar.30) IN-CLASS TEAM PROJECT WORK (Prof Mtg. #2)**

GMA: Chapter 8: Culture and media

GMA: Chapter 9: Culture and advertising appeals

**Week 13 (Thurs. Apr. 6) IN-CLASS TEAM PROJECT WORK**

**Week 14 (Thurs. April 13) Advertising & Promotion**

**Week 15 (Thurs. April 20) Team Project Presentations (Group 1)**

**Week 16 (Thurs. April 27) Team Project Presentations (Group 2) / Final Essay Reveal**  
(Last In-Person Class is April 27)

**\*\*\*Team Project decks due: Tues. May 2 (no later than 5pm)\*\*\***

**\*\*\*Week 17 (Thurs. May 4): Final Exam due/No In-person Class\*\*\***

## **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](http://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](http://studenthealth.usc.edu/counseling)

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

## **b. Support Systems (Continued)**

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

[suicidepreventionlifeline.org](https://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](https://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](https://equity.usc.edu), [titleix.usc.edu](https://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](https://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](https://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](https://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](https://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](https://dps.usc.edu), [emergency.usc.edu](https://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](https://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.