

## **Global Marketing Management**

**Academic Year: 2014/2015**

**Semester: 1<sup>st</sup>**

**Instructor(s): Wilson Bastos**

**Classroom: 517**

**Class Time: Tuesday, 14:00 - 17:00**

### **Course Description:**

This course introduces the field of international marketing. It covers the complex and interesting environment of international marketing and its various dimensions such as cultural, economical, political. It then considers how these dimensions interact with marketing elements (e.g., branding, pricing, channels and distribution, communications, sales promotions, segmentation, targeting, and positioning) and how marketing managers could use them to obtain benefits for the firm and for society as a whole.

---

### **Course Content:**

The following topics and related ones will be covered in detail. Real-world examples will be an integral part of the discussion.

- Introduction to International Marketing and the Global Marketing Environment (e.g., global economic, political, social, and cultural environments)
- The Global Marketing Mix (e.g., brand and product decisions, pricing, channels and distribution)

---

### **Course Objectives:**

An important goal of this course is to develop an understanding of fundamental concepts, methodologies, and applications of international marketing, which should materialize in the form of tools to be used in the firm. The improved comprehension about similarities and differences among countries should equip students to make objective decisions in the area of international marketing. In pursuit of this goal will involve readings, lectures, solving of practical exercises, and discussion and debate.

---



### **Grading:**

Class Participation and attendance (10%)

Quiz (30%)

Exam (60%)

#### **(1) Class Participation and Attendance**

Class sessions will consist of lectures, discussions, and exercises. **In order to get the most out of class sessions, it is important that you prepare for class, and that you actively participate in discussions and exercises.**

Every session of the course will involve interaction in the form of class discussion. Class participation demonstrates preparedness, and enhances the learning experience for everyone in the course. Also, articulating your views is an essential management skill, and we can all benefit from practice. My job is to provide a supportive environment in which you can develop this skill. Your job is to come to class prepared to contribute to the day's discussion with all assignments completed.

You will be responsible both for reading the textbook chapters and for information discussed in the classroom. The information discussed in class (readings, videos, case analyses) is crucial as it is key to gaining the full scope of the course and its objectives. Your mastery of information discussed in class is tested through examinations; therefore, **attendance is crucial**. Students who do not attend class will miss in-class information, and quizzes for which **there is no make-up**.

#### **(2) Quiz**

Quizzes will be employed throughout the semester at random times. **Late class arrival will impede you from taking the quiz.** Your preparation for class, attendance and participation in class, and reading of the materials will enable you to excel on these quizzes.

#### **(3) Exam**

An exam will be given at a scheduled time and will test your knowledge of materials from readings, class discussions, assignments, etc. The exam will cover the entire course. The passing grade for the course on this exam is 10 points (0-20). A grade equal or lower than 7 is a failing grade for the course. A grade of 8 or 9 grants you permission to take another exam. This university's policy holds that, except for very extreme cases, no make-up exams are given. Proof of such an extreme case will be required from the requester of a make-up exam. Exam questions will give you the opportunity to show your comprehension of concepts, real-world applications, strategizing, and solutions to firm issues.

---

### **Student Behavior**

Because **you are all adults**, I do not foresee any issues in this area. However, please be aware that I have **ZERO tolerance for unethical behaviors** (e.g., plagiarism, exam cheating). To foster the creation of a learning environment, **no cell phone or computer use is allowed in**



**the classroom. Deviation will negatively affect your grade.** Moreover, you are expected to behave in the classroom so that the learning environment can be maintained.

---

**Bibliography:**

The required textbook is:

Warren J. Keegan and Mark C. Green, Global Marketing, Pearson.

---

**Biography:**

Wilson Bastos is Assistant Professor of Marketing at Católica-Lisbon. He earned his Ph.D. in Marketing at the University of Arizona. His research focuses on happiness, consumer-to-consumer verbal sharing (word-of-mouth), material versus experiential purchases, and branding. Before earning his Ph.D., he received a BA and an MBA degree from the University of Texas at San Antonio and worked at firms in different industries (e.g., Monaco International Wood Sales, Black & Decker).

---

**Contact(s) and Office hours:**

Email: [wilson.bastos@ucp.pt](mailto:wilson.bastos@ucp.pt)

Office hours: By Appointment.

---



## TENTATIVE SCHEDULE

Date	Topics
1. Sept. 2	Ch 1: Introduction to Global Marketing
2. Sept. 9	Ch 2: The Global Economic Environment
3. Sept. 16	Ch 3: The Global Trade Environment
4. Sept. 23	Ch 4: Social and Cultural Environments
5. Sept. 30	The Consumer
6. Oct. 7	Ch 7: Segmentation, Targeting, and Positioning
7. Oct. 14	Class Activity
8. Nov. 4	Ch 10: Brand and Product Decisions
9. Nov. 11	Class Activity
10. Nov. 18	Ch 11: Pricing Decisions
11. Nov. 25	Ch 12: Global Marketing Channels and Distribution
12. Dec. 2	Ch 13: Advertising and Public Relations
13. Dec. 9	Ch 14: Sales Promotion, Personal Selling