**MAR1142 – Global Marketing**

**Course Syllabus**

**JAN 15-MAR 6 2024**

**SECTION 1040**

**Instructor**: Andrew S. Lasher, MBA

**Email**: lasher.andrew@spcollege.edu

**Instructor Page**: https://web.spcollege.edu/instructors/id/lasher.andrew

**Credits**: 3

**Section:** 1331

**Academic Chair (to be used if after appropriate efforts with instructor have not resolved issue, 99.9% of the time issue can be resolved with instructor):**

**Mr. Mike Ewell** Academic Department Chair ….ewell.mike@spcollege.edu

Office: LY-113, Tarpon Springs Campus (EpiCenter on Weds)

Instructor Page <http://www.spcollege.edu/instructors/id/2443>

Syllabus Addendum Link - <https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities>)

**Required Textbook**:

**REQUIRED |*By CATEORA***

* **EDITION:**  16TH 13
* **PUBLISHER:**  MCG
* **ISBN:** 9780073529974

**Prerequisite Courses**: N/A

**Course Description**:

This course covers the principles of fair global market trade and methods for developing and implementing global marketing and trade operations. The areas of international trade, payments, development, and multinational enterprise as they apply to global marketing are the key elements of the course. 47 contact hours.

**Course Outcomes:**

Students will leave this course with the ability to:

1. Understand the global marketing system and understand the significance of marketing in the multinational system.
2. Evaluate domestic and foreign retail and wholesale agencies, the elements of global marketing efficiency, the costs involved, and the part these ingredients play in the multinational marketing system.
3. Understand the relationship of governmental and societal agencies and the importance of this relationship in the overall global marketing system.

PLEASE CHECK OUT THESE IMPORTANT DATES FOR THE ACADEMIC SCHOOL

YEAR: <https://www.spcollege.edu/academic-calendar>

**Syllabus Addendum**: <http://www.spcollege.edu/addendum/index.php>

**Academic Honesty**: <http://www.spcollege.edu/academichonesty/>

**Campus Safety and Security**: <http://www.spcollege.edu/safety/>

**Sexual Predator Information**: <http://offender.fdle.state.fl.us/offender/homepage.do>

**Special Accommodations**: <http://www.spcollege.edu/central/hr/accommodations_manual.htm>**Library Services**: <http://spcollege.edu/libraries/>

**Assignments:**

Weekly Discussion Postings 70-points



Assignment 1 65-points

Assignment 2 65-points

Midterm: Chapters 1- 11 100-points

Final Exam: Chapters 12 - 19 100-points

Course Project 100-points

**Grading Policy**:

* A = 450 - 500 Points
* B = 400 - 449 Points
* C = 350 - 399 Points
* D = 300 - 349 Points
* F = under 300

**ATTENDANCE:**

The college-wide attendance policy is included in the Syllabus Addendum at:

<http://www.spcollege.edu/webcentral/policies.htm>

Students classified as “No Show” for both of the first two weeks will be administratively withdrawn from the class.

For face to face classes “No Show” means not physically present in the classroom at the moment attendance is taken.

For blended classes “No Show” means not physically present in the classroom and/or never logged into “MyCourses”.

For online classes “No Show” means never logged into “MyCourses”.

Students who have not completed more than 40% of their assignments due (homework & chapter exams) at the 60% point will be considered as “not actively participating” in the class and may be administratively withdrawn with a grade of “WF”.

**Late Assignments:** Late assignments will not be accepted. You should work ahead of the due dates to avoid any unforeseen issues.

**Due Dates**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Due By** | **Assignment** | **Points** |
| 1 | Sunday JAN 21 11:30 PM | Read Chapter 1 | 0 |
| 1 | Sunday JAN 21 11:30 PM | Read Chapter 2 | 0 |
| 1 | Sunday JAN 21 11:30 PM | Discussion 1 | 10 |
| 2 | Sunday JAN 28 11:30 PM | Read Chapter 3 | 0 |
| 2 | Sunday JAN 28 11:30 PM | Read Chapter 4 | 0 |
| 2 | Sunday JAN 28 11:30 PM | Read Chapter 5 | 0 |
| 2 | Sunday JAN 28 11:30 PM | Discussion 2 | 10 |
| 2 | Sunday JAN 28 11:30 PM | Assignment 1 | 65 |
| 3 | Sunday FEB 4 11:30 PM | Read Chapter 6 | 0 |
| 3 | Sunday FEB 4 11:30 PM | Read Chapter 7 | 0 |
| 3 | Sunday FEB 4 11:30 PM | Read Chapter 8 | 0 |
| 3 | Sunday FEB 4 11:30 PM | Discussion 3 | 10 |
| 4 | Sunday FEB 11 11:30 PM | Read Chapter 9 | 0 |
| 4 | Sunday FEB 11 11:30 PM | Read Chapter 10 | 0 |
| 4 | Sunday FEB 11 11:30 PM | Read Chapter 11 | 0 |
| 4 | Sunday FEB 11 11:30 PM | Discussion 4 | 10 |
| 4 | Sunday FEB 11 11:30 PM | Midterm (Chapters 1 - 11) | 100 |
| 5 | Sunday FEB 18 11:30 PM | Read Chapter 12 | 0 |
| 5 | Sunday FEB 18 11:30 PM | Read Chapter 13 | 0 |
| 5 | Sunday FEB 18 11:30 PM | Discussion 5 | 10 |
| 6 | Sunday FEB 25 11:30 PM | Read Chapter 14 | 0 |
| 6 | Sunday FEB 25 11:30 PM | Read Chapter 15 | 0 |
| 6 | Sunday FEB 25 11:30 PM | Discussion 6 | 10 |
| 6 | Sunday FEB 25 11:30 PM | Assignment 2 | 65 |
| 7 | Sunday MAR 3 11:30 PM | Read Chapter 16 | 0 |
| 7 | Sunday MAR 3 11:30 PM | Read Chapter 17 | 0 |
| 7 | Sunday MAR 3 11:30 PM | Discussion 7 | 10 |
| 8 | Tuesday MAR 5 11:30 PM | Read Chapter 18 | 0 |
| 8 | Tuesday MAR 5 11:30 PM | Read Chapter 19 | 0 |
| 8 | Tuesday MAR 5 11:30 PM | Final Exam (Chapters 12 - 19) | 100 |
| 8 | Tuesday MAR 5 11:30 PM | Course Project | 100 |

**500**

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|  | **Assignment 1** |  |

Discuss the following:

Is globalization good for the United States? Why or why not? What role does marketing play?

Expected length: 1 – 2 pages

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| --- | --- | --- |
|  | **Assignment 2** |  |

Discuss 2 or 3 pieces of legislation enacted by international trade agencies (or the United States) which regulate the global marketing function.

Expected length: 1 – 2 pages

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| --- | --- | --- |
|  | **Course Project:** |  |

The Course Project will encompass everything you have learned in the course. You should start this project as soon as Week 1. Students are expected to allocate a few hours each week to the project. This is an extensive, in-depth research project.

The objective of this project is for students to understand and evaluate the international trade system by way of a single country perspective, focusing principally on cultural and economic dynamics. This "deep dive" approach follows the logic that if a student can successfully research and analyze the elements of a single county, he/she can do so for another country. Thus the learning is on the experience itself as much as the resulting findings of a single country.

Specifically, students will select a country except for the United States that they would like to conduct business in (i.e. Italy, China, Germany, etc.) and investigate precisely what is needed to do so. Additionally, students will need to determine which method (i.e. exporting, local manufacturing, licensing, etc.) is the most appropriate for the product, which students will also determine. Again, students will select two things: (1) A country, and (2) A product.

The final paper must include two things:

* A Cultural Analysis (template on page **594**) An Economic Analysis (template on page **596**).

**ASSIGNMENTS**:

* It will be the students’ responsibility to complete their assignments on time and in an acceptable manner. Students have one week to complete their assignments. For this reason, **late assignments will only be accepted after properly documented extreme extenuating circumstances that justify the student not being capable of doing the assignment for a period of one week. The instructor has the discretion to extend or deny a petition for an extension.** There are no exemptions to this rule.Due to their nature and due dates, the Final Project and Discussion Forums cannot be extended.

* For the discussion assignments, students are required to submit their posting and comment on at least 2 other students posts for full points. It is advised to use citations and support your conclusions with resources for full points.

* Please pay attention to the instructions for every assignment such as due date, time allowed (if that is the case), maximum attempts, etc. The instructions will be displayed in MML.

* The assignments for each module are due on Sunday at 11:30PM. Each module corresponds to a week of class, except for the last module (module 8) which, is a short week ending on a Wednesday at 11:30PM EST. You will find the date each module starts and ends under their corresponding tab.

* All assignments are subject to the College’s “Academic Honesty Policy”. Please get familiar with it.

**IMPORTANT DATES:**

PLEASE CHECK CALENDAR BELOW for ADD/DROP DATES!!

Academic calendar: <https://www.spcollege.edu/academic-calendar>

Financial Aid:<http://www.spcollege.edu/getfunds/>

* <http://www.spcollege.edu/AcademicHonesty/>

**STUDENTS’ AND INSTRUCTOR’S EXPECTATIONS:**

* Online /Student Conduct
* <http://www.spcollege.edu/ecampus/help/conduct.htm>
* Online Student, Faculty and Staff Expectations and Performance Targets <http://www.spcollege.edu/ecampus/help/expectations.htm>
* Academic Honesty Policy
* <http://www.spcollege.edu/AcademicHonesty/>

**STUDENT SURVEY OF INSTRUCTION:**

* The Student Survey of Instruction is administered every semester. The survey is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

* **SYLLABUS CHANGES:**

* Will be posted in “MyCourses” and announced to all students.

* **SYLLABUS ADDENDUM**
* Please make sure you read the information in the addendum.
* <http://www.spcollege.edu/addendum/>

**Student Assistance Program:**

As an SPC student it's vital that you know Titans Care.  You can access resources through SPC’s Student Assistance Program (SAP) (<https://mycoursessupport.spcollege.edu/student-assistance-program>), a collaborative resource for students with mental health or general life issues.  SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more.  It is SPC’s belief that supporting mental wellness is everyone’s charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255