• AUTHORIZATION TO OFFER TOPICS COURSES FOR ACADEMIC CREDIT
THROUGH EXTENDED STUDIES •

(Note: Extended Studies sections of topic classes for which the appropriate form E-T is not on file in the Office of Academic Programs will be removed from BANNER as periodic audits of course offerings are performed.)

   Note: Any proposed topic can only be offered two times before being converted to a non-topics course. Academic Programs will assign the appropriate suffix and edit the topic description provided.

1. College of: Business Administration

2. Center/Program/Department: Management & Marketing

3. Instructor: R.K. Srivastava
   (If more than one instructor will be teaching the course, list full name of the "instructor of record.")

4. Topic Abbreviation and Number: [Abbreviation]

5. Grading Method: Graded (letter grades)


9. Has this topic been offered previously? Yes  X  No  If yes, indicate term(s) Year

10. Topic Title: Marketing in Emerging Markets

11. Topic Description: Note: This part can be skipped if answer to part 9 is "yes." (NOTE: Please provide detailed information about the topic. Please type. You may also attach the topic description on a separate sheet if you do not have enough space.

   The term emerging markets is used to describe a nation's social or business activity in the process of rapid growth and industrialization. Emerging markets amid signs that emerging economies are continuing to grow at a rapid pace and are now less vulnerable to the threat of weaker global demand. Economic growth is still anticipated to be higher than developed markets. Emerging market economies are by and large situated in the five regions: Latin America, Central & Eastern Europe, South & Southeast Asia, East Asia, and Middle East & Africa. Brazil is the largest in Latin America, Russia in Central & Eastern Europe, India in South & Southeast Asia, China in East Asia, and Saudi Arabia in Middle East & Africa. This course gives an introduction to and basic understanding of emerging markets. We review historical trends and contemporary events to examine distinct socio-cultural, politico-legal, economic, and institutional context of the emerging markets. We explore the challenges and opportunities of emerging markets. Focus is on key functions of participation in the emerging markets—management, marketing, operations, finance, and on how women leaders may successfully negotiate these markets. The focus will be more on India, China.

12. Does this topic have prerequisites? Marketing 302 or Marketing 305 or equivalent

13. Does this topic have co-requisites? No

14. Does the topic require consent for enrollment? Yes  X  No

   Faculty  Credential Analyst  Dean  Program/Center/Department - Director/Chair

15. Is topic crosslisted? Yes  X  No  If yes, indicate which course and obtain signature in #18.

16. What resources are needed to offer this topic (including technology)? Smart classroom, Copying of materials for class. Access to the internet.

17. Justification for offering this topic.

The world economy is becoming more global and more interconnected. The tendency of investment funds and businesses to move beyond domestic and national markets to other markets around the global creates an imperative that business graduates have greater knowledge of other markets, particularly the emerging markets. Globalization has had the effect of markedly increasing not only international trade, but also cultural exchange. The opportunity to enroll in a course taught by an individual who has been immersed in emerging markets businesses adds to the standard business course offerings of our programs.)
Lourdes Shahamiri

From: Roger Arnold
Sent: Thursday, February 07, 2013 6:13 PM
To: Lourdes Shahamiri
Subject: RE: MKTG 481-1, Marketing in Emerging Markets

Lourdes,

The Economics faculty has no concerns with respect to the MKTG 481-1 course.

Roger

From: Lourdes Shahamiri
Sent: Thursday, February 07, 2013 9:58 AM
To: Roger Arnold
Subject: RE: MKTG 481-1, Marketing in Emerging Markets

Thank you. 😊

Lourdes

From: Roger Arnold
Sent: Thursday, February 07, 2013 9:58 AM
To: Lourdes Shahamiri
Subject: RE: MKTG 481-1, Marketing in Emerging Markets

Lourdes,

I am going to discuss the course with Econ faculty. I will get back to you soon.

Thanks.

Roger

From: Lourdes Shahamiri
Sent: Thursday, February 07, 2013 9:53 AM
To: Roger Arnold
Subject: MKTG 481-1, Marketing in Emerging Markets

Hi Roger!

I hope all is well with you.

David asked that I send you the attached copy for your review. Please let us know if you have any comments/concerns.

Thank you, Roger.

Lourdes
18. Does this topic impact any other disciplines? Note: This number can be skipped if answer to part 9 is "yes."

Yes [x] No  
If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

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<thead>
<tr>
<th>Discipline</th>
<th>Signature</th>
<th>Date</th>
<th>Support</th>
<th>Oppose</th>
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19. Location (if topic not offered at main campus) __________________________________________

20. Is this course being offered on-line?  [x] Yes  [x] No

21. Is this a contract topic?  [x] Yes  [x] No

22. Enrollment Limit ____________________________

23. Requested Bldg/Room  Markstein Hall 107

Please note: A separate Form E-T must be submitted for each section offered.

SIGNATURES

1. Program/Center/Department – Director/Chair  1-25-13

2. College Dean (or Designee)  1-25-13

The academic credentials of the instructor listed above are known to the Program/Center/Department (either regular faculty, or adjunct faculty with a curriculum vita on file in the Program/Center/Department Office). The instructor is qualified to deliver the topic as described in part 9 (or on a previous Form T or Form E-T in the case of a topic that has already been offered).

3. Dean of Extended Studies (or Designee)  1/30/13

Completed form received in the Office of Extended Studies

4. Associate Vice President for Academic Affairs – Academic Programs  2/12/13

For Academic Programs Use Only:  [x] Rather  [x] Excel

Revised 6/10/05
Good morning-

Dean Schroder will be out of the office Monday, January 28 - Wednesday, January 30, 2013. Sarah Villarreal, Associate Dean of Extended Learning, will serve as Administrator-in-Charge with signature authority for Extended Learning. If you have questions, please let me know.

Thank you,

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Donna Bearman
Assistant to the Dean and Associate Dean
Extended Learning
California State University San Marcos
333 S. Twin Oaks Valley Rd.
San Marcos, CA 92096
PH: 760-750-8727
FX: 760-750-3138
SPRING 2013
California State University San Marcos

MGMT : Marketing in Emerging Markets

Core Faculty: Beverlee B. Anderson, Ph.D:Professor of Business & Marketing College of Business Administration California State University San Marcos

Guest Faculty: Prof. R.K. Srivastava, Prof and HOD, Sydenham, University of Mumbai - 150 years of standing Has written books on International Business-cultural aspect, Product Management, Sales management, Negotiation and selling, Retail management cases. Has published 195 papers and is visiting professors-USA, Denmark, Thailand, Srilanka, Nepal and India
Home Tel: 91-22-29259039; Mobile: 91-9819836861
email and chat: srivastava@vsnl.net, rks_pmc@yahoo.com

email and chat: rks_pmc@gmail.com OR srivastava@vsnl.net

Face-to-Face class times and Month:
May-June, 2013 (One Unit-15 hours)

COURSE DESCRIPTION
The term emerging markets is used to describe a nation’s social or business activity in the process of rapid growth and industrialization. Emerging markets amid signs that emerging economies are continuing to grow at a rapid pace and are now less vulnerable to the threat of weaker global demand. Economic growth is still anticipated to be higher than developed markets. Emerging market economies are largely situated in the five regions: Latin America, Central & Eastern Europe, South & Southeast Asia, East Asia, and Middle East & Africa. Brazil is the largest in Latin America, Russia in Central & Eastern Europe, India in South & Southeast Asia, China in East Asia, and Saudi Arabia in Middle East & Africa. The following table gives the GDP of these five nations for 2008:

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP in Billions of US$, 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>$1613</td>
</tr>
<tr>
<td>Russia</td>
<td>$1608</td>
</tr>
<tr>
<td>India</td>
<td>$1217</td>
</tr>
<tr>
<td>China</td>
<td>$4326</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>$468</td>
</tr>
</tbody>
</table>

Source: World Bank

The following table gives the GDP in billions of US$ (Purchasing Power Parity terms), and the share of the five regions in the GDP of the world, over the past two millennia:

<table>
<thead>
<tr>
<th>Region</th>
<th>50 AD (2.2%)</th>
<th>1000 AD (3.9%)</th>
<th>1600 AD (1.1%)</th>
<th>1950 AD (8%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latin America</td>
<td>$2.2</td>
<td>$4.6</td>
<td>$3.7</td>
<td>$423</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>$2.5</td>
<td>$5.4</td>
<td>$20</td>
<td>$695</td>
</tr>
<tr>
<td>South Asia</td>
<td>$3.4</td>
<td>$34 (29%)</td>
<td>$74 (22.6%)</td>
<td>$222</td>
</tr>
<tr>
<td>East Asia</td>
<td>$3.4</td>
<td>$34</td>
<td>$120 (36.5%)</td>
<td>$492</td>
</tr>
<tr>
<td>Middle East &amp; Africa</td>
<td>$1.8</td>
<td>$48 (41%)</td>
<td>$34.6 (10.5%)</td>
<td>$305</td>
</tr>
</tbody>
</table>
This course gives an introduction to and basic understanding of emerging markets. We review historical trends and contemporary events to examine distinct socio-cultural, politico-legal, economic, and institutional context of the emerging markets. We explore the challenges and opportunities of emerging markets. Focus is on key functions of participation in the emerging markets - management, marketing, operations, finance, and on how women leaders may successfully negotiate these markets. **The focus will be more on India, China**

**COURSE LEARNING OBJECTIVES**

1. Describe the contextual factors that impact the globalization of emerging markets;
2. Identify the challenges of operating in the emerging markets, and directions for exploiting the possibilities in these markets;
3. Appreciate the basic functions of participation - management, marketing, operations, and finance - in emerging markets, and how women leaders may negotiate them.
4. Understand the distinctions between and similarities among emerging markets.
5. Reflect on how the emerging markets impact and benefit the business in the United States.

**INTENSIVE BLENDED LEARNING FORMAT**

The course is offered in an intensive blended learning format, with 75% face-to-face meetings, and 25% supervised online contact. For each blended session, the instructor will post structured short questions on the assigned readings. Students will respond to these questions, and on the responses of each other.

**REQUIRED MATERIALS**

The course syllabus gives a list of required materials, including articles from the library databases, articles from the web, some materials posted on elearning site for the course.

**ASSESSMENT**

1. **Emerging Market Business Plan and presentation (20%+10%)** – Pick up a Big Five emerging market and a sector, and develop a business plan identifying the key environmental factors and basic functional strategies. (learning objective 3)
2. **Case Study circle (15%)** – Study a case from an emerging market, and report out in class the strategies used to succeed. (learning objectives 1, 2, 3)
3. **Negotiation exercise (10%)** - Skills for negotiating and making decisions in an emerging market context, using a gender lens. (learning objective 3)
4. **Class participation and group processes (20%)** – The goal is to assure commitment to inclusive, fun, and impactful learning. (learning objective 4, 5)
5. **Key takeaways (5%)** – Reflective observations on the takeaways from the course, demonstrating fulfillment of the learning objectives. (learning objectives 4, 5)

**Course Policies**
**Attendance:** Students are expected to attend all sessions. If you are unable to attend any session, then you should inform the faculty for the session in advance or as early as possible.

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**DRAFT SCHEDULE** (Subject to change)

<table>
<thead>
<tr>
<th>Session</th>
<th>Module</th>
<th>Advance Readings</th>
<th>Instructor</th>
<th>Learning</th>
</tr>
</thead>
</table>
| 1       | Introduction to Emerging market-BRIC opportunity (BRIC - The Fantastic Four) | Text book on International business  
**BRIC opportunity (BRIC - The Fantastic Four)**  
**Case:** Internationalization of Tata Group of India [www2.ssc.upenn.edu/research/papers/AG-WP-final.pdf](http://www2.ssc.upenn.edu/research/papers/AG-WP-final.pdf) | Prof. Rajesh Srivastava | How Bric companies are getting success and why |
Srivastava, R.K. (2009) "Brand extensions and cross-cultural effect on their | Prof. Rajesh Srivastava | -Under standing of Pestel with respect to China,India  
-What makes Companies from BRIC to succeed |