

ORIGINATOR'S SECTION:		
1. College: <input type="checkbox"/> CoBA	Desired Term and Year of Implementation (e.g., Fall 2008): FALL2016	
2. Current Course abbreviation and Number: MKTG 448		

TYPE OF CHANGE(S). Check all that apply.

Course Number Change	<input type="checkbox"/>	Delete Prerequisite	<input type="checkbox"/>	Other Prerequisite Change	<input type="checkbox"/>
Course Title Change	<input type="checkbox"/>	Add Corequisite	<input type="checkbox"/>	Grading Method Change	<input type="checkbox"/>
Unit Value Change	x	Delete Corequisite	<input type="checkbox"/>	Mode of Instruction Change (C/S Number)	<input type="checkbox"/>
Description Change	x	Add Consent for Enrollment	<input type="checkbox"/>	Consider for G.E. If yes, also fill out appropriate GE form.	<input type="checkbox"/>
Add Prerequisite	<input type="checkbox"/>	Delete Consent for Enrollment	<input type="checkbox"/>	Cross-list	<input type="checkbox"/>

Information in this section– both current and new – is required only for items checked () above.

NEW INFORMATION:

CURRENT INFORMATION:

3. Title: Global and Cross Cultural Marketing	Course abbreviation and Number: Title: <i>(Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)</i>
4. Abbreviated Title for Banner <i>(no more than 25 characters):</i> Global Marketing	Abbreviated Title for PeopleSoft: <i>(no more than 25 characters, including spaces)</i>
5. Number of Units: 4	Number of Units: 2
6. Catalog Description: Successful firms realize that exchange of goods and services occurs within a global context. The global context includes the domestic market and is not limited simply to "doing business overseas." Acquaints students with the challenges, constraints, and opportunities presented by the global environment. Emphasis will be placed on the types of marketing strategies that can be used to exploit opportunities and overcome challenges in the global marketplace. Focuses not simply on how to successfully enter markets overseas, but on how strategies in the domestic market can be integrated into a firm's overall global marketing	Catalog Description: <i>(Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)</i> Acquaints students with the opportunities and challenges of exchanging goods services globally. Emphasizes cross cultural understanding as central to success when entering and competing in new markets and submarkets both domestically and abroad. Applies international business strategy to market decisions.

7. Mode of Instruction* (See pages 17-23 at <http://www.calstate.edu/cim/data-elem-dic/APDB-Transaction-DED-SectionV.pdf> for definitions of the Course Classification Numbers)

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)	Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture			Lecture		
Activity			Activity		
Lab			Lab		

8. Grading Method:*

<input checked="" type="checkbox"/> Normal (N) <i>(Allows Letter Grade +/-, and Credit/No Credit)</i> <input type="checkbox"/> Normal Plus Report-in-Progress (NP) <i>(Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)</i> <input type="checkbox"/> Credit/No Credit Only (C) <input type="checkbox"/> Credit/No Credit or Report-in-Progress Only (CP)	<input type="checkbox"/> Normal (N) <i>(Allows Letter Grade +/-, and Credit/No Credit)</i> <input type="checkbox"/> Normal Plus Report-in-Progress (NP) <i>(Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)</i> <input type="checkbox"/> Credit/No Credit Only (C) <input type="checkbox"/> Credit/No Credit or Report-in-Progress Only (CP)
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*If Originator is uncertain of this entry, please consult with Program Director/Chair.

CURRENT INFORMATION:

NEW INFORMATION:

9. If the NP or CP grading system was selected, please explain the need for this grade option.	
10. Course Requires Consent for Enrollment? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Faculty <input type="checkbox"/> Credential Analyst <input type="checkbox"/> Dean <input type="checkbox"/> Program/Department/Director/Chair	Course Requires Consent for Enrollment? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Faculty <input type="checkbox"/> Credential Analyst <input type="checkbox"/> Dean <input type="checkbox"/> Program/Department/Director/Chair
11. Course Can be Taken for Credit More than Once? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many times (including first offering)	Course Can be Taken for Credit More than Once? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many times (including first offering)
12. Is Course Cross Listed: <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, indicate which course	Is Course Cross-listed? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, indicate which course and check "yes" in item #17 below.
13. Prerequisite(s):	Prerequisite(s):
14. Corequisite(s):	Corequisite(s):
15. Documentation attached: <input type="checkbox"/> Syllabus <input checked="" type="checkbox"/> Detailed Course Outline	

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)

16. Does this course fulfill a requirement for any major (i.e. core course or elective for a major, majors in other departments, minors in other departments)? Yes No
 If yes, please specify:

17. Does this course change impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)* Check "yes" if the course is cross-listed. Yes No
 If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Global Bus. Mgmt.
 Discipline _____ Signature _____ Date _____ Support _____ Oppose _____

Global Supply Chain Mgmt.
 Discipline _____ Signature _____ Date _____ Support _____ Oppose _____

18. Reason(s) for changing this course:
 Many marketing majors at other institutions do not require a course in Global Marketing, much less a 4-unit course. However, helping students develop a global mindset is central to the university's mission and important to the marketing faculty. The department decided to keep the global marketing course as a required course but to reduce the number of units to 2. The remaining 2 units then used to develop a new course titled Personal Branding, a topic that is critical for marketers. The attached course syllabus contains a slightly narrow list of learning outcomes as well as a pared down list of topics. The topics that were removed from the syllabus include marketing research, covered extensively in our required market research course, and competitive dynamics, which is covered in the strategy course. With a new 2-unit required Personal Branding course (which includes oral presentations), the presentation requirement was dropped from the proposed 2-unit Global course.

SIGNATURES : (COLLEGE LEVEL) :

(UNIVERSITY LEVEL)

Glen H. Brodowsky September 1, 2015
 1. Originator (Please Print) Date
 11/17/15
 2. Program Director/Chair Date
 11/17/15
 3. College Curriculum Committee Date
 11/17/15
 4. College Dean (or Designee)

5. UCC Committee Chair Date
 6. Vice President for Academic Affairs (or Designee) Date
 7. President (or Designee) Date

MKTG 448: GLOBAL AND CROSS CULTURAL MARKETING

Course Description

All business is global – domestic markets are merely segments of an inter-connected global environment. In the internet age, many firms are “born global” and from their inception, they serve customers and employ workers beyond their national borders. Nonetheless, many of the world’s major global players have evolved over time from domestic to multi-domestic (multinational) to global companies. Global firms differ from others not because of their organizational charts, but rather because they adopt a strategic perspective from which they seek opportunities across the globe along all links of the value chain. Global managers understand that the boundaries of political maps defined by countries, while convenient, do not capture the complexities of a truly integrated, global economy.

Your generation faces challenges and enjoys opportunities on a global scale like no generation before. Within your own short lifetimes, the BRIC countries (Brazil, Russia, India and China) as well as other emerging economies such as South Africa and Turkey have come to prominence. At the same time, the recent global financial crises have presented great challenges to countries within the Euro Zone. A key objective of this course is to broaden student horizons by providing cases and examples across all of these other regions of the world.

Everything everywhere takes place against the backdrop of culture. Too often, students and managers throw up their hands and attribute differences and misunderstanding to the mysteries of something called “culture.” One of the main goals I have in teaching this course is to demystify notions of culture. Often, culture is presented in terms of customs and traditions that are sacred and sometimes exotic. Indeed, I believe taking the time to understand the genesis of these traditions leads to the conclusion that, within the local context, they make practical sense. That is, most customs and traditions have their beginnings in solving everyday problems.

By taking this course, students should become more comfortable asking questions about why cultures develop the way they do and to understand how they make sense in their local contexts. Beyond developing a better understanding of cultures, students should become comfortable using existing theoretical models for analysing comparative and competitive advantages of different countries, regions, and attractiveness for making value-chain-related strategic management and marketing decisions related to market selection, development, diversification, and growth.

Learning objectives for the current 4 unit course

Upon successful completion of this course each student will be able to:

1. Describe the complexity of the global environment for marketing
2. Describe the impact of global forces on companies (removed for 2 unit course);
3. Retrieve and analyze data about the economic, political, legal, cultural, and geographic elements of a country;
4. Use gathered data to determine different marketing strategies;
5. Describe cultural models and concepts that impact the business activities and consumer behavior (removed for the 2 unit course);
6. Determine when marketing strategies should be standardized and when they should be localized;
7. Formulate strategies for adapting products, prices, distribution, and promotion to differences in intercultural situations.

Learning objectives for the proposed 2 unit course

Upon successful completion of this course each student will be able to:

1. Describe how the global environment impacts companies;
2. Retrieve and analyze data about the economic, political, legal, cultural, and geographic elements of countries;
3. Use gathered data to determine identify new markets to enter.
4. Determine when marketing strategies should be standardized and when they should be localized; and
5. Formulate strategies for adapting products, prices, distribution, and promotion to differences in intercultural situations.

Graded assignments for the current 4 unit course

Midterm		200
Case Analyses	2 @ 100	200
Screening Project Positioning		50
Screening		200
Presentation (removed)		80
Peer Evaluation (removed)		70
Final Exam		200
Total		1000

Graded assignments for the proposed 2 unit course

Midterm		300
Case Analysis		150
Screening Project Positioning		50
Screening		200
Final Exam		300
Total		1000

Topics covered in current 4 unit course

1. The evolution of the global economy from Pax Romana to the Pacific Century
2. Corporate Strategy and Market Portfolio Analysis
3. Understanding the global environment including
 - a. Economic, Political, Technical, Legal, and Natural environments
 - b. The Comparative Advantage of Nations – the Porter Diamond Model
 - c. The Five Forces Model
4. The Internal Environment Value Chain Analysis
5. Culture – A Practical Approach
6. **Competitive Rivalry and Dynamics (removed for 2 unit course)**
7. **Marketing Research (removed for 2 unit course)**
8. Choosing Markets to Enter –Your Final Project
9. Market Entry Strategies
10. Adaptation vs. Standardization
11. Adapting Marketing Strategies to Local Market conditions Product
12. Adapting Marketing Strategies to Local Market conditions Price
13. Adapting Marketing Strategies to Local Market conditions Distribution
14. Adapting Marketing Strategies to Local Market conditions Promotions
15. **Presentations (removed for 2 unit course)**

Topics covered in proposed 2 unit course

1. The evolution of the global economy from Pax Romana to the Pacific Century
2. Corporate Strategy and Market Portfolio Analysis
3. Understanding the global environment including
 - a. Economic, Political, Technical, Legal, and Natural environments
 - b. The Comparative Advantage of Nations – the Porter Diamond Model
 - c. The Five Forces Model
4. The Internal Environment Value Chain Analysis
5. Culture – A Practical Approach
6. Choosing Markets to Enter –Your Final Project
7. Market Entry Strategies
8. Adaptation vs. Standardization
9. Adapting Marketing Strategies to Local Market conditions Product
10. Adapting Marketing Strategies to Local Market conditions Price
11. Adapting Marketing Strategies to Local Market conditions Distribution
12. Adapting Marketing Strategies to Local Market conditions Promotions