

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.

_____ Support _____ Oppose
Discipline Signature Date

_____ Support _____ Oppose
Discipline Signature Date

19. Location (if topic not offered at main campus) _____

20. Is this course being offered on-line? Yes X No

21. Is this a contract topic? Yes X No

22. Enrollment Limit _____

23. Requested Bldg/Room Markstein Hall 107

Please call Extended Studies first to reserve the room.

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

SIGNATURES

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

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

The academic credentials of the instructor listed above are known to the Program/Center/Department (either regular faculty, or adjunct faculty with a curriculum vitae 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).

 [Signature] 1/30/13
3. Dean of Extended Studies (or Designee) Date

Completed form received in the Office of Extended Studies

 [Signature] 2/12/13
4. Associate Vice President for Academic Affairs – Academic Programs Date

Subject: FW: Delegation of Authority

Date: Monday, January 28, 2013 8:41:23 AM Pacific Standard Time

From: Donna Bearman

To: Aida Matheny, Bryana Ramos, Carrie Everts, Cathy Scavone, Cindy K. Gordon, Donna Bearman, Elizabeth Eriksen, Elizabeth Rosales, Erika Ervin, Janice Monypeny, Jay Franklin, Jill Litschewski, Joanne Mendez, Laura Segall, Lindsay Ward, Maritza Baida, Melinda Beers, Mike Schroder, Nance Pomerene, Natalie Fresca, Nichol Roe, Nicole Orsini, Sarah Villarreal, Sherie Cambra, Suzanne Lingold, Trevor Walker, Tricia Henlon, Veronica Martinelli, Danielle McMartin, Grace Primicias, Katherine Dupre, Lorelei Peralta, Robert Carolin, Sylvia Harrington, Tiffany Gabbard, Vanessa DiBenedetto, Donna San Miguel, Ashley Fogle, Dawn Schmid, Vince Rodriguez, Graham Oberem

CC: Marcy Boyle, Carol Givens

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](mailto:srivastava@vsnl.net), [rks\\_pmc@yahoo.com](mailto:rks_pmc@yahoo.com)

email and chat: [rks.pmc@gmail.com](mailto:rks.pmc@gmail.com) OR [srivastava@vsnl.net](mailto: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:

|              | GDP in Billions of US\$, 2008 |
|--------------|-------------------------------|
| Brazil       | \$1613                        |
| Russia       | \$1608                        |
| India        | \$1217                        |
| China        | \$4326                        |
| Saudi Arabia | \$468                         |

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:

|                      | 50 AD        | 1000 AD      | 1600 AD        | 1950 AD       |
|----------------------|--------------|--------------|----------------|---------------|
| Latin America        | \$2.2 (2.2%) | \$4.6 (3.9%) | \$3.7 (1.1%)   | \$423 (8%)    |
| Eastern Europe       | \$3.5 (3.4%) | \$5.4 (4.6%) | \$20 (6.2%)    | \$695 (13.1%) |
| South Asia           | \$34 (33%)   | \$34 (29%)   | \$74 (22.6%)   | \$222 (4.2%)  |
| East Asia            | \$34 (33%)   | \$34 (29%)   | \$120 (36.5%)  | \$492 (9.2%)  |
| Middle East & Africa | \$18 (17.7%) | \$48 (41%)   | \$34.6 (10.5%) | \$305 (5.7%)  |

|       |                |                |                |               |
|-------|----------------|----------------|----------------|---------------|
| World | \$102.5 (100%) | \$116.8 (100%) | \$329.4 (100%) | \$5336 (100%) |
|-------|----------------|----------------|----------------|---------------|

Source: Angus Maddison, *The World Economy: Historical Statistics*, OECD (2003).

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.

**DRAFT SCHEDULE (Subject to change)**

| Session | Module                                                                               | Advance Readings                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Instructor              | Learning                                                                                              |
|---------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------|
| 1       | Introduction to Emerging market- <b>BRIC opportunity (BRIC - The Fantastic Four)</b> | Text book on International business<br><b>BRIC opportunity (BRIC - The Fantastic Four)</b><br><a href="http://www.allianzglobalinvestors.de/p_rivatkunden/maerkte/newsfeeds/docs/AT_0707_BRIC_engl.pdf">http://www.allianzglobalinvestors.de/p_rivatkunden/maerkte/newsfeeds/docs/AT_0707_BRIC_engl.pdf</a>                                                                                                                                                                                                                                                                                                                                                                                                     | Prof. Rajesh Srivastava | Under standing of emerging market                                                                     |
| 2       | Entry in emerging markets - by foreign companies                                     | Khanna, T, Krishna, P, Sinha, J (2005) "Strategies That Fit Emerging Markets", Harvard Business Review, 83(6): 63-76.<br><a href="http://turbo.kean.edu/~jmcgill/global.pdf">http://turbo.kean.edu/~jmcgill/global.pdf</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Prof. Rajesh Srivastava | How MNC have got success in emerging market                                                           |
| 3       | Entry in emerging markets - by domestic companies                                    | Singh, S. & Chaudhuri, A (2009). "The reality of India: folding constraints into business strategy." Journal of Business Strategy 30(4): 5-16.<br><a href="http://0-www.emeraldinsight.com.library.simmons.edu/Insight/viewPDF.jsp?contentType=Article&amp;Filename=html/Output/Published/EmeraldFullTextArticle/Pdf/2880300401.pdf">http://0-www.emeraldinsight.com.library.simmons.edu/Insight/viewPDF.jsp?contentType=Article&amp;Filename=html/Output/Published/EmeraldFullTextArticle/Pdf/2880300401.pdf</a><br><br><b>Case:</b> Internationalization of Tata Group of India<br><a href="http://www2.ssc.upenn.edu/research/papers/AG-WP-final.pdf">www2.ssc.upenn.edu/research/papers/AG-WP-final.pdf</a> | Prof. Rajesh Srivastava | How Bric companies are getting success and why                                                        |
| 4       | PESTEL framework for emerging markets - Part 1                                       | Bell, J. (2009). BRIColand brands: the rise of the new multinationals. Journal of Business Strategy. 30(6): 27-35.<br><a href="http://0-www.emeraldinsight.com.library.simmons.edu/Insight/viewPDF.jsp?contentType=Article&amp;Filename=html/Output/Published/EmeraldFullTextArticle/Pdf/2880300603.pdf">http://0-www.emeraldinsight.com.library.simmons.edu/Insight/viewPDF.jsp?contentType=Article&amp;Filename=html/Output/Published/EmeraldFullTextArticle/Pdf/2880300603.pdf</a><br><br>Srivastava, R.K. (2009) "Brand extensions and cross-cultural effect on their                                                                                                                                       | Prof. Rajesh Srivastava | -Under standing of Pestel with respect to China ,India<br>-What makes Companie s from BRIC to succeed |