

COURSE CONTRACT / SYLLABUS
FACULTY OF ECONOMICS AND BUSINESS UNIVERSITY OF LAMPUNG
GLOBAL MARKETING (EBM620248 / EBM612485 / MJN485 (3 sks))

Class room

- zoom

Course activity platform

1. zoom
2. <http://staff.unila.ac.id/muji>
3. Telegram group
4. siakadu.unila.ac.id
5. vclass.unila.ac.id

Instructors:

- Prof. Dr. Mahrinasaril MS, S.E., M.Sc.
- Mudji Rachmat Ramelan, S.E, MBA.

Data Sources

1. <https://www.trademap.org>, by Intracen
2. <https://oec.world/>, by Data wheel
3. <https://atlas.cid.harvard.edu/>, by Harvard
4. <http://globe.cid.harvard.edu/>, Harvard
5. <https://www.usdebtclock.org>,
6. <https://www.cia.gov/the-world-factbook/countries/>. By CIA

Books

Global Marketing, Warren J Keegan 10th Edition, 2020

Description:

This course provides concepts on marketing between countries, both bilaterally and multilaterally, explaining the background objectives of the requirements, procedures, forms, strategies, and international marketing organizations and their problems. This course also provides on how multinational companies apply their marketing to serve foreign markets. The global marketing environment that includes economic, social, cultural, legal, political, and financial factors is analyzed to identify opportunities and threats that may arise. The formulation of a global marketing strategy uses a competitive marketing mix.

Objectives:

In this course, students will be able to recognize, understand, and implement examples of international marketing management. Also, students can understand and implement examples of criteria and requirements for entering international marketing. Furthermore, after taking this course, students will have the ability to explain international marketing and the factors that influence it.

Course Format

The course will be a combination of explanations from lecturers, group presentations, discussions, assignments, and case studies of international marketing.

Required Material

- Global Marketing, 10th Ed Warren J. Keegan
- International Business John. D Daniels
- Global Marketing, Johnny K Johansson
- Presentation Material

Tentative Schedule

Week	Topics	Activity
Part One Introduction		
1	Introduction / Syllabus, Introduction to Global Marketing (Chapter 1)	Introduction, Group Assigned
Part Two Global Marketing Environment		
2	Global Economic Environment (Chapter 2)	Group Presentation 1, 2
3	Global Trade Agreement (Chapter 3)	Group Presentation 3, 4 Web Based Quiz
4	Social and Cultural Environment (Chapter 4)	Group Presentation 6, 7
5	Political, Legal and Regulatory Environments (Chapter 5)	Group Presentation 8, 9 Web Based Quiz
Part Three Approaching Global Market		
6	Global Information Systems and Market Research (Chapter 6)	Group Presentation 1, 2
7	Segmentation, Targeting and Positioning (Chapter 7)	Group Presentation 3, 4 Quiz
8	Importing, Exporting, and Sourcing (Chapter 8)	Group Presentation 6, 7
9	Global Market Entry Strategies (Chapter 9)	Group Presentation 8, 9 Quiz
10	Mid Term	Mid Term
Part Four The Global Marketing Mix		
11	Brand and Product Decision in Global Marketing (Chapter 10)	Group Presentation 1, 2
12	Pricing Decision (Chapter 11)	Group Presentation 3, 4 Quiz
13	Global Marketing Channels and Physical Distribution (Chapter 12)	Group Presentation 6, 7
14	Global Marketing Communications Decision: Advertising and Public Relations (Chapter 13)	Group Presentation 8 Quiz
15	Global Marketing Communications Decision: Sales Promotion, Personal Selling, Special forms of Marketing Communication. (Chapter 14)	Group Presentation 9
16	Global Marketing and Digital Revolution (Chapter 15)	Case
15	Strategic Elements of Competitive Advantage (Chapter 16)	Case
16	Review	

Grading Policy

Individual Assignment / Quiz (1...n)	: 20%
Group Presentation I	: 25%
Mid Term	: 25%
Final Semester	: 30%
Total	:100%

Group Presentation (CASE)

Groups will be divided by lecturers, assessments of presentation must include appearance, professionalism, situation brief based on the latest year, adherence to content (source, quotation), explanation, use of power points, creativity, and other groups' participation in understanding the presenter's presentation. The **groups also should address the team process to establish the presentation and case analysis.**

Assigned group need to submit all presentation submission to the discussion forum for each group in vclass.unila.ac.id. Presentation guidelines, Presentation (max 10 Slides) and Case report (max 4 pages include cover, use bullets, single space), a group discussion Q&A covering:

1. The report (presentation and case report) must cover the 2021 situation / issues on the case (you cannot just depend on the case, looking facts in the current situation regarding the case is a must)
2. The report (presentation and case report) includes the case specific situation related with the covid19 pandemic, globally or domestically
3. The report (presentation and case report) must cover the questions in the case
4. The presentation must include a videos link (YouTube or others that in line with the case), you need a reason why your group choose the video that you show, your group need to explain the video (during video play)
5. The presentation and case report must include the connections (relations) between topics in case and chapter where the case located), refer to pages, and explained connection.
6. The presentation and case report must include the answer of questions from the case
7. Group must provide information about company or company in the country related to the case and identified
 - a. Management orientations
 - b. Trade Agreement related with the company
8. Grading is based on group process formulating the answer, group need to show the process of formulating the answer,
9. Active participation is required (Q&A using telegram group), each group should record questions and answer activity based on google sheets
10. It is possible to add slide presentation if group can reason why they should add it.

Scheme of Presentation

GRADING		Presentation	Case Report	Discussion
	Submission	Submitted via vclass		Using Google Sheet and submitted via vclass
	Platform	Zoom	Zoom	Telegram
	File format	Presentation files submitted in vclass pdf	pdf	Google Sheet (make sure lecture can access the sheet)
	Format	10 Pages	4 pages 1 space	
	Content	<ol style="list-style-type: none"> 2021 situation & Fact 2021 Connection with Chapter in the book Issues on Covid 19 pandemic Related video link with group explanation Case question and answer Showing the process of group work / discussion 	<ol style="list-style-type: none"> 2021 situation & Fact 2021 Connection with Chapter in the book Issues on Covid 19 pandemic Related video link with group explanation Case question and answer 	Recording questions and answer from group and individual

Discussion Q & A Note Recording Format (create in google sheet for each group)

No	Group Number	Student ID	Name	Detailed Questions	Answer (answer can come from any group)	Grade From Lecture (grade based on Personal not group)
1	1	001	y	xxx	xxx	20
2	1	001	x	yyy	yyy	80

Country Assignment [Individual Assignment]

The assignment will put students as businessmen/women from Indonesia that want establish business to overseas, the country will be assigned by lecture. The purpose of the assignment is to let the students to do research on how to decide to enter a country market. Consideration must be made base on the following points:

- Country culture and regulator aspect (Chapter 4 and Chapter 5)
 - Students need to consider culture aspect of a country (religion, traditional aspects, way of life, foods, consumption, holidays, demographics, populations, consumer attitudes toward spending / saving, languages (major languages), ethnic groups (majority / minority)
 - Students need to consider how culture affecting doing business in targeted country,
 - Students need to consider consumer attitudes toward country-of-origin effect (eg. Made in Japan, made in China, etc.)
- Country border and other country important aspect
 - (eg. Electric infrastructure, access to healthcare, access to port, airport)
- Trade Agreement between Indonesia and targeted country (Chapter 3)
 - List trade agreement that would have a negative or positive impact to your business
- Analysis of what target country need / demand [based on imports or other indications] (Chapter 7) and Analysis of what industry surplus in target country [based on exports or other indications] (Chapter 7)
 - From this analysis 1, 2, 3,4 students will conclude your final product and services

5. Product / Services to be sold in target country (chapter 7 and 10)
 - a) An analysis on marketing mix [Product, Price, Distribution, Promotion (for goods or services, chapter 10-14)]
6. An Analysis of calculation on how and cost of providing / sending goods / services to targeted country from Indonesia [Mechanism of Entry] (Chapter 8 and 9)
 - a) Issues on how you will send your product will be explained here such as export, or other methods
 - b) How many shipments of goods (metric = tons / kg / unit per month, using how many containers / flights / per month / year
 - c) How much is the shipping cost per month and per year, do research on the cost / use estimation based on your research
 - d) Projection on profit analysis (month and year)
 - e) Output, Country Analysis (max 10 pages (not references lists, single space, without cover pages, table of content is a must,), Presentation (max 15 Slides)

Class Policy

- Don't be late, attending the course via zoom have the same etiquette as a normal class, the instructor can put you in the waiting room if you're coming late
- Prepare your zoom, update your zoom software regularly (PC / smartphone-based)
- Failure to respond to activity in class will be resulting, temporarily banned into the waiting room
- If Students, have a sickness or any, and cannot attend the class, a letter/ email informing the instructor is mandatory
- If you are using an e-book, make sure that you have a device where you can read the book in the class.
- Don't do copy and paste, any indication towards it will result in a reduction of grade.
- NO makeup EXAM, ASSIGNMENT, and others, after the grade being announced in SIAKADU.
- Text Book is a must, you will be expelled from class due to the inability to own it.
- When there is no teacher (due to illness/assignment from university) students work to follow the instructions on the lecture website/vclass
- Attendance is done one by one student using vclass and siakadu, will not add grade but can reduce grades
- Students are not allowed to enter which class the session has started
- Not follow-up exams/assignments without a logical reason.
- No delays in assignments.
- Students are expected to attend, to be prepared, and to contribute actively to class discussions in ways that enrich the quality of learning for all.
- Academic Honesty: You are responsible for performing academic duties in such a way that honesty is not questioned, you are expected to maintain the following standards of integrity:
 - All assignments, tests, and all other academic endeavors must be your work.
 - Any use of words, ideas, or findings of other people, authors, or researchers using explicit quotations from the source

o Failure to meet the above expectations will result in a reduction in the group and/or individual value.

- Plagiarism and Ethics Policy:

- o I agree that I, and only I, will be doing my assignments in this course.
- o I agree that I will not directly copy or plagiarize material from books, publications, the Internet, other assignments, or other sources. If a small amount of material from other sources is used as part of a class assignment
- o I agree to clearly indicate the quote and properly cite the source
- o I will not share answers to assignments with classmates.
- o I acknowledge that failure to comply with the above statement can lead to individual/group task failure and of course and if

Student 1

Student 2

Student ID _____

Student ID _____

Student Name _____

Student Name _____

Lecturer 1

Lecturer 2

Mahrinasari

Mudji Rachmat Ramelan