

# BADM-2780: GLOBAL MARKETING AND DISTRIBUTION

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## Cuyahoga Community College

**Viewing: BADM-2780 : Global Marketing and Distribution**

**Board of Trustees:**

March 2021

**Academic Term:**

Fall 2021

**Subject Code**

BADM - Business Administration

**Course Number:**

2780

**Title:**

Global Marketing and Distribution

**Catalog Description:**

Overview and application of global marketing theory and strategy including market selection, cross-cultural development and adaptation of product and promotion, pricing techniques, and international market research options. Export operations and global distribution selection and management.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

## Requisites

**Prerequisite and Corequisite**

BADM-2601 Global Commerce and Communication or concurrent enrollment.

## Outcomes

**Course Outcome(s):**

Describe the complex framework of organizations, laws and cultures within which global marketing is practiced.

**Essential Learning Outcome Mapping:**

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

**Objective(s):**

1. Explain the impact of legal, political, economic, competitive, cultural, technological, sociological and environmental factors on global marketing strategy and implementation.
2. Explain the extraterritorial application of U.S. law to global marketing practices.
3. Analyze global market opportunities through the application of a country screening and risk assessment.
4. Evaluate cultural value systems, behavior standards and communication techniques used in working with local markets.

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**Course Outcome(s):**

Select the optimum form and timing of global market entry based on a company's objectives and resources.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Explain the advantages and disadvantages of alternate forms of foreign market entry, including direct and indirect export, contract manufacturing, licensing, franchising, FDI, joint venture and strategic alliance.
2. Perform an internal analysis of global assets and resources available to an organization for international marketing activities.

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**Course Outcome(s):**

Formulate and implement product, pricing, distribution and promotional strategies appropriate to particular country needs, cultures and constraints.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Quantitative Reasoning: Analyze problems, including real-world scenarios, through the application of mathematical and numerical concepts and skills, including the interpretation of data, tables, charts, or graphs.

**Objective(s):**

1. Assess the impact of foreign exchange and taxation on product pricing and profitability in foreign markets.
2. Calculate the impact of foreign exchange fluctuations on pricing strategy.
3. Assess different foreign taxation methods and their influence on pricing strategy.
4. Identify methods to protect intellectual property in alternate country markets.
5. Develop a marketing mix (product, price, place, promotion) based on a local or global brand and product preference.
6. Explain the concept and permutations of product and communication adaptation versus retention.
7. Demonstrate the ways in which direct selling and promotional strategies can accommodate the cultural subtleties and regulatory requirements with respect to language, aesthetics and religions.

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**Course Outcome(s):**

Analyze the strengths, weaknesses and strategies associated with global distribution channel options.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Quantitative Reasoning: Analyze problems, including real-world scenarios, through the application of mathematical and numerical concepts and skills, including the interpretation of data, tables, charts, or graphs.

**Objective(s):**

1. Describe the varied forms of global distribution partners including agent, distributor, freight forwarder, customs broker and direct-to-consumer channels.
2. Identify the specific requirements of e-commerce in a global setting, and how it relates to the technical infrastructure, technical literacy and accessibility within an individual global market.
3. Calculate the financial impact of adding/subtracting channel partners from the global distribution network.
4. Explain the concept of retail concentration in global markets and its impact on distribution decisions.
5. List the various regulations, legal and governmental, which impact international distributor agreements.

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**Course Outcome(s):**

Explain the mechanics of import/export operations and how they impact global market profitability.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Describe the alternate documents applied in import/export transactions.
2. Access information about import requirements for foreign markets.
3. Cite sources of data on alternate international transportation modes.
4. Select the optimum transport mode based on product type, density, time sensitivity, cost and geography.
5. Describe the role of U.S. Customs in the import/export process.

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**Course Outcome(s):**

Apply the principles and practices of marketing research in a global arena.

**Essential Learning Outcome Mapping:**

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

**Objective(s):**

1. Review the steps involved in marketing research.
2. Identify the cultural and legal restrictions that impact the selection of research techniques in global markets.
3. Recognize and manage the challenges inherent in planning and implementing international research.
4. Identify the inaccuracies associated with secondary data in selected global markets.
5. Determine sociological biases inherent in primary data collection.
6. List secondary data resources for global marketing research.

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**Course Outcome(s):**

Develop a global strategy and launch plan for marketing and corporate social responsibility initiatives.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

**Objective(s):**

1. Apply market screening tactics to select the optimum global markets.
2. Develop and apply communication strategies, tools and technologies that enable successful global marketing implementation.
3. Organize operations and manage teams for successful global program execution.
4. Create culturally-sensitive implementation plans assigning schedules, responsibilities and critical path items.

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**Course Outcome(s):**

Use social media marketing to optimize global marketing opportunities.

**Essential Learning Outcome Mapping:**

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

**Objective(s):**

1. Articulate the definition and goals of social media marketing in a global setting.
2. Define and graph the development of a social marketing network.
3. List the preferred social network sites by geography and culture.
4. Illustrate a network analysis in a country of interest as it pertains to social network theory.
5. Explain the best methods of optimizing social network marketing in a global setting.
6. Identify the political and legal constraints associated with accessing social medial sites in various countries and regions.

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**Methods of Evaluation:**

- A. Case studies
- B. Tests
- C. Role play
- D. Research studies
- E. Project

F. Presentations

G. Community outreach initiative

**Course Content Outline:**

1. The global marketing environment
  - a. Political forces
  - b. Legal and regulatory forces
  - c. Competitive forces
  - d. Economic forces
  - e. Technological forces
  - f. Environmental forces
  - g. Socio-cultural forces
2. Types of global businesses
  - a. Domestic
  - b. International
  - c. Multi-national
  - d. Global
3. Factors contributing to global marketing complexity
  - a. Culture
  - b. Language
  - c. Political and legal systems
  - d. Economic systems
  - e. Infrastructure
  - f. Level of technical development and access to e-commerce
4. Country selection
  - a. The global market screening process
  - b. Level of economic development
  - c. Global and local competition and national competitive advantage
  - d. Industry competitive advantage
5. Methods of market entry
  - a. Direct and indirect exporting
  - b. Licensing
  - c. Franchising
  - d. Joint venture
  - e. Strategic alliance
  - f. Foreign direct investment – green field and acquisition
6. Global market segmentation
  - a. The nature of global consumer markets
  - b. Global segmentation factors for the consumer market
  - c. Business market segmentation factors
  - d. Market segments by global region
  - e. Requirements of a global market: money, authority, demand
  - f. Green marketing and sustainability-oriented segments
  - g. Challenges of segmenting global E-markets
  - h. Market segment analysis
  - i. Assessing global market potential
7. Global product strategy
  - a. Cultural impact upon global market positioning
  - b. Applying cultural values to marketing activities
  - c. Culture and buying behaviors
  - d. Aesthetics and religion
  - e. The global brand; local versus global positioning
  - f. Country of origin effects
  - g. Packaging and labeling
  - h. Adaptation versus retention strategies for product and messaging
  - i. Intellectual property protection; trademarks, patents and copyrights
8. Global pricing strategy

- a. Cultural and situational factors in price/value assessment
  - b. Price competition at a multinational level
  - c. Transfer Pricing
  - d. The impact of exchange rates and liquidity on global pricing
  - e. Legal issues in international pricing: collusion, predatory pricing, deceptive pricing and dumping
9. Global promotion strategy
- a. Barriers to cross-cultural promotional messages
  - b. International law and promotional communications
  - c. Cultural paradoxes with common brands
  - d. Global advertising appeals
  - e. Selecting a global advertising partner
  - f. Social media and e-commerce in a global promotion context
  - g. Cultural contexts of personal selling: Hofstede's index, cultural adaptation, business etiquette
  - h. International sales force composition and selection (home, host or third-country candidates)
  - i. Foreign language skills and global sales
  - j. Repatriating sales knowledge
10. Global distribution strategy
- a. The functions of global intermediaries
  - b. Considerations in channel selection: channel length, partner capabilities, government regulation, competitive channel structure
  - c. Cross-cultural negotiations with global channel partners
  - d. Managing gray markets
  - e. Government programs to assist in establishing distribution
  - f. Legal issues governing global distribution
  - g. Types of global retailers
  - h. Expanding retail distribution
11. Export mechanics
- a. Home-based and foreign-based direct exporting
  - b. Pricing exports
  - c. Export documentation: L/C, site or time draft, bill of lading, export and import licenses, customs documentation, alternate invoices, packing lists, certificates of origin
  - d. Selecting transport modes
  - e. Packaging and labeling considerations
  - f. Political and governmental influences on export and transportation security
  - g. U.S. Customs and the export process
12. Research in global markets
- a. Review of marketing research process
  - b. Challenges in planning international research
  - c. Complexity of global research design
  - d. Assessing accuracy of secondary data from global sources
  - e. Cultural issues in primary data collection
  - f. Coordinating research and data collection in multiple markets
  - g. Establishing data comparability across multiple markets
  - h. Identifying and monitoring international competition
13. The global marketing plan
- a. Selecting the divisional structure: global, geographic or matrix control
  - b. Locus of decision: centralized or decentralized
  - c. Communicating the global marketing action plan
  - d. Planning for competitive advantage
  - e. Global CSR
14. Global marketing and social media
- a. Understanding social networks
  - b. Social networking across cultures
  - c. Social networking theory across markets
  - d. Selecting and optimizing social media sites
  - e. Monetizing sites across currencies
  - f. Creating and updating marketing messages in social media.

## Resources

Ilan Alon, Eugene Jaffe, Christiane Prange, Donata Vianelli. (2020) *Global Marketing Strategy, Practice and Cases*, Oxfordshire: Routledge.

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Warren Keegan, Mark C. Green. (2017) *Global Marketing*, New York: Pearson.

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Philip Cateora, John Graham, Marry Gilly, Bruce Money. (2020) *International Marketing*, New York: McGraw-Hill.

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## Resources Other

### Web-based content

1. GlobalEdge – Michigan State University Broad College of Business. Retrieved October, 2020 from: <http://globaledge.msu.edu/>
  2. GlobalEdge Online Course Modules. Retrieved September, 2020 from: <http://globaledge.msu.edu/reference-desk/online-course-modules>
  3. Massachusetts Institute of Technology Open Courseware: Global Markets, National Politics and the Competitive Advantage of Firms. Retrieved October, 2020 from: <http://ocw.mit.edu/courses/sloan-school-of-management/15-223-global-markets-national-politics-and-the-competitive-advantage-of-firms>
  4. The Journal of Global Marketing, Routledge Publishing, ISSN: 08911762
  5. The Journal of International Marketing, Sage Publishing, ISSN: 15477125
  6. International Journal of Trade and Global Markets, Inderscience Publishing, ISSN 1742755X
  7. Harvard Business Review, Harvard Publishing, ISSN 0017-8012
  8. US Department of Commerce International Trade Administration. Learn How to Export. Retrieved October 2020 from: <https://www.trade.gov/learn-how-export> (<https://www.trade.gov/learn-how-export/>)
  9. U.S. Department of Commerce. A Basic Guide to Exporting. Retrieved October 2020 from: [https://legacy.trade.gov/Guide\\_To\\_Exporting.pdf](https://legacy.trade.gov/Guide_To_Exporting.pdf)
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