



Bachelor of Commerce Co-op
COMM 3405
Global Marketing
 Summer 2019

RECOGNITION OF MI'KMAQ TERRITORY

Dalhousie University is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all Treaty people.

The [Elders in Residence program](#) provides students with access to First Nations Elders for guidance, counsel and support. Visit the office in the Indigenous Student Centre, 1321 Edward Street, or email Elders@dal.ca.

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Office hours:	by appointment

Pre-Requisites for Course:

Comm2401 Introduction to Marketing.

Learning Objectives:

This course will follow the same structure of the Comm 3405 – Global Marketing course offered by the marketing area of the Rowe School of Business with the aim of: a) providing students with a panoramic overview of some of the most leading strategies and practices in international marketing, and b) lead them to, in a comparative manner, investigate the application of those strategies and practices to both the Israeli and Canadian reality. For that purpose, the course will have as its objectives to:

1. Develop skill and knowledge to understand, interpret, and analyze modern international marketing strategies and practices;
2. Build a strong foundation for critical thinking in the area of international marketing;
3. Investigate and report on leading international marketing issues, practices, and ideas.
4. Analyze current international trends and developments, similarities and differences, and convergences and divergences among trade systems – as related to cultural, political, religious, social, economic, and global variables and influences.
5. All of the above objectives will be accomplished by comparing the Israeli with the Canadian international marketing environment.

Therefore, the focus will be on understanding the current international business environment vis-à-vis local, national, and regional market conditions, cultural, legal and political influences, and global governance organizations (e.g. WTO, WBG, IMF, etc.) It will also provide an opportunity for the students to understand how MNC's and governments are facing the challenges and tensions that are taking place around the world as national borders blur and global trade issues call for renewed thinking about national sovereignty and MNC accountability.

Approach Taken:

It is designed to be a comprehensive course embodying lectures, company visits, meetings with executives, tours in Canada and in Israel, a lot of class discussion, assignments, and case studies.

Learning Materials:

These will be assigned and distributed as the course progresses.

Method of Evaluation:

Grading Weights		
Class participation		10%
Term exams		50%
Group Project		40%
Presentation	10%	
Final Written Project	30%	

1. **Class Participation** – Students are expected to attend every class and participate in everyday class discussion. We are going to assign some readings (cases and articles) as the course progresses. Each student should be prepared to discuss the assigned articles and cases at all times. You will be called upon randomly, so you must be prepared at all times. Class participation counts for 10% of the final grade, so each student should take them seriously.
2. **Term Exams** – All exams consist of multiple-choice and short answer questions. All questions will be based on lectures, company visits and readings, including cases, articles and group assignments. These questions will test your understanding of the basic concepts and your ability to apply them appropriately to marketing scenarios. The dates of the term exams are on the syllabus. There is no final exam for this course.

Important: The first exam covering the course materials delivered in Canada will be worth 70% of the exams grade. The second exam covering the course materials delivered in Israel will be worth the remaining 30% of the exams grade.

Warning: As those are term exams, **THERE WILL BE NO MAKE-UP EXAMS.** THERE WILL BE NO EXCEPTIONS TO THE ABOVE RULES. Please, do not approach me with any excuse for not writing your exam on the scheduled date.

3. **Group Project** - In this course, you, as part of a team of 4 students, are required to develop a marketing plan including a thorough market assessment (country level) for the purpose of exploring market opportunities either in Israel for a specific Canadian company/product of your choice or in Canada for a specific Israeli company/product of your choice. The instructor for this course will decide if your group should assess the Israeli or the Canadian market. The project is comprised of three parts: Part I is a cultural analysis; Part II is an economic analysis; and Part III is a market audit and competitive market analysis. Here are some preliminary information about the project:
 - a. The instructor will form your group and select the country to be explored by your group.
 - b. After you receive the information about your group, come together and introduce yourself to the other team members. Try to find a schedule suitable for all of you and start working on researching the country that has been allocated to your group ASAP.
 - c. Further explanation about the project will be provided to your group as the course progresses.
 - d. The written report is due on **Sunday, September 8, 2019.**

All students registered for this course are required to pass the average of all individual supervised work (i.e. supervised quizzes, exams, etc.) to pass the course. In order to pass the course you require 50% on supervised individual work and 50% overall.

Accreditation:

As an AACSB (Association to Advance Collegiate Schools of Business) accredited university, Dalhousie University's business programs are subject to Assurance of Learning (AOL) standards. During the semester

anonymous data may be collected to assess if AOL goals and objectives are being met. The data collected will be used for program improvement purposes only and will not impact nor be associated with student grades

Ground rules:

1. **Read carefully** - It is highly recommended that you read every word of this syllabus before you do anything else for this course and that you reread the relevant sections carefully before preparing any assignment.
2. **Responsibility** - It is the student's responsibility to be aware of all handouts, assignments, and announcements given in class.
3. **Difficulty** - If you are having difficulty in the course or experience a situation that affects your class performance, do let me know right away. **Don't wait until the end of the semester, allowing a minor difficulty to escalate into a serious problem.**
4. **Group Conflict** - Group project, like any group work in the business world, can sometimes be a frustrating experience. It is often difficult to pick convenient times for everyone to meet. Group members sometimes feel that the division of labor is not equitable. However, learning how to effectively manage the group work experience and outcome is essential to successful professional performance; you need to not only contribute yourself but also encourage others to contribute to the group assignments. **Setting clear and explicit expectations of the group at the outset and communicating frequently and openly throughout the semester are key.**

All problems arising within the group, including those related to relative contributions of the group members, are to be handled internally by the group; this is an essential part of the group project experience. However, you will have the opportunity to evaluate your group members at the end of the semester based on the quality and quantity of their contributions. Your individual grade will go up or down based on these evaluations if there is consensus regarding over- or under-contribution.

5. **Plagiarism** is considered a serious issue in our school. Therefore, all work must be original and written in your own words. You may quote authors where necessary, but they must be appropriately referenced. No cheating or dishonest behavior will be tolerated. Copying the work of a current or past student, or plagiarizing in any way, will result in a grade of "F" for the assignment. **See attached handout (Academic Integrity).**
6. **Use of Electronics** (including Cell Phones, Laptop Computers, and Tablets) is strictly prohibited in this class unless authorized in very exceptional situations. Students are prohibited from using their cell phones in class.

MAIN REASON: if you have your laptop, cell phone or tablet open, it is almost impossible not to check emails, your facebook page, or surf the Internet for any other reason, even if you don't mean to or have told yourself that you won't. I have the same impulse if I have an electronic open in a meeting. The problem is that studies indicate that the use of electronics reduces students ability to learn (please read the attached article for more information on this issue).

Final Exam:

There is no final examination for this course.

Activity	<i>Date</i>	<i>Topic</i>	<i>Readings/Assignments</i>
1.	Aug 1 (R)	<ul style="list-style-type: none"> Arrival in Halifax of students from Tel Aviv University 	
2.	Aug 2 (F)	<ul style="list-style-type: none"> Orientation meeting (light lunch will be provided) Dalhousie campus tour for the Tel Aviv University students sponsored by the Dalhousie students 	
3.	Aug 3 and 4 (Sat-Sun)	<ul style="list-style-type: none"> Exploring Nova Scotia Weekend (details TBA) 	
4.	Aug 5 (M) (9:30am – 10:45am)	<ul style="list-style-type: none"> Classes begin Topic #1: The Importance and Scope of GM 	
5.	Aug 5 (M) (11:00am – 12:15pm)	<ul style="list-style-type: none"> Topic #2: The Dynamic Environment of GM 	
6.	Aug 5 (M) (2:00pm – 3:15pm)	<ul style="list-style-type: none"> Topic #3: Canada in the World: An GM Perspective 	
7.	Aug 5 (M) (3:30pm – 4:45pm)	<ul style="list-style-type: none"> Group project discussion section 	
8.	Aug 5 (M) (6:00pm – 9:15pm)	<ul style="list-style-type: none"> Reception organized by Mr. Jim Spatz, Chairman and CEO, Southwest Properties (TBC) 	
9.	Aug 6 (T) (9:30am – 12:15am)	<ul style="list-style-type: none"> Topic #4: Culture Dynamics of GM 	
10.	Aug 6 (T) (2:00pm – 3:15pm)	<ul style="list-style-type: none"> Topic #4: Culture Dynamics of GM (cont.) 	
11.	Aug 6 (T) (3:30pm – 4:45pm)	<ul style="list-style-type: none"> Topic #5: The Economic and Technological Environments 	
12.	Aug 7 (W) (full day)	<ul style="list-style-type: none"> Company visits (TBA) 	
13.	Aug 8 (R) (9:30am – 10:45am)	<ul style="list-style-type: none"> Topic #6: The Political and Legal Environments 	

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| 14. | Aug 8 (R)
(11:00am – 12:15pm) | <ul style="list-style-type: none"> • Topic #7: Developing a Global Vision Through Marketing Research and Marketing Segmentation |
| 15. | Aug 8 (R)
(2:00pm – 3:15pm) | <ul style="list-style-type: none"> • Topic #8: Multinational Market Regions and Market Groups |
| 16. | Aug 9 (F)
(10:00am - 12:00pm) | <ul style="list-style-type: none"> • 1st Term-Exam (Topics # 1-8) |
| 17. | Aug 10 (S) | <ul style="list-style-type: none"> • Free day for packing, shopping and sightseeing |
| 18. | Aug 11 (Sun) | <ul style="list-style-type: none"> • FLY TO TORONTO • Tour of Niagara Falls |
| 19. | Aug 12 (M)
(8:30am – 5:00pm) | <ul style="list-style-type: none"> • Meeting executives in Toronto to discuss group projects (arranged by DALHOUSIE UNIVERSITY INSTRUCTOR) |
| 20. | Aug 13 (T)
(8:30pm – 5:00pm) | <ul style="list-style-type: none"> • Meeting executives in Toronto to discuss group projects (arranged by DALHOUSIE UNIVERSITY INSTRUCTOR) |
| 21. | Aug 14 (W)
(9:00am – 12:00pm) | <ul style="list-style-type: none"> • Free time in Toronto |
| 22. | Aug 14 (W) | <ul style="list-style-type: none"> • FLY TO TEL AVIV |
| 23. | Aug 15 (R) | <ul style="list-style-type: none"> • Arrive in Tel-Aviv and transfer to Jerusalem • Tour of Caesarea • View of the Bahai Gardens in Haifa • Tel Aviv University and Dalhousie University students check-in at the hotel in Tiberias |
| 24. | Aug 16 and Aug 17 (F and Sat) | <ul style="list-style-type: none"> • Tour of Galilee and Golan Heights • Boat ride at the Galilee sea |
| 25. | Aug 18 (Sun) | <ul style="list-style-type: none"> • Company visits in Tel Aviv |
| 26. | Aug 19 (M) | <ul style="list-style-type: none"> • Company visits in Tel Aviv |
| 27. | Aug 20 (T) | <ul style="list-style-type: none"> • Classes resume at Tel Aviv University • Topic #9: The International Marketing Mix: Products and Services • Topic #10: The International Marketing Mix: Pricing & Distribution Strategies • Topic #11: The International Marketing Mix: Integrated Marketing Communications |

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| 28. | Aug 21 (W) | <ul style="list-style-type: none">• 2nd Term Exam (Topics # 9-11)• Group Project presentations• Transfer to Bedouim camp (camel rides and Bedouim hospitality) |
| 29. | Aug 22 (R) | <ul style="list-style-type: none">• Tour of the Dead Sea region• Tour of Masada• Transfer to Jerusalem |
| 30. | Aug 23 (F) | <ul style="list-style-type: none">• Tour of Yad Vashem• Tour of the Old City of Jerusalem• Shabbat of a Lifetime Dinner |
| 31. | Aug 24 (Sat) | <ul style="list-style-type: none">• Tour of Jerusalem• Farewell and wrap up dinner (opportunity to bid SHALOM to Tel Aviv University students as they head home after dinner) |
| 32. | Aug 25 (Sun) | <ul style="list-style-type: none">• Dalhousie students fly back to Canada |

[Dalhousie is scent free](#) - Thank you for helping us all breathe easier!

APPENDIX

UNIVERSITY POLICIES, STATEMENTS, GUIDELINES and RESOURCES for SUPPORT

This course is governed by the academic rules and regulations set forth in the University Calendar and the Senate ([University Regulations](#), [Academic Regulations](#))

Grade Scale and Definitions

Grade	Grade Point Value		Definition	
A+	4.30	90-100	Excellent	Considerable evidence of original thinking; demonstrated outstanding capacity to analyze and synthesize; outstanding grasp of subject matter; evidence of extensive knowledge base.
A	4.00	85-89		
A-	3.70	80-84		
B+	3.30	77-79	Good	Evidence of grasp of subject matter, some evidence of critical capacity and analytical ability; reasonable understanding of relevant issues; evidence of familiarity with the literature.
B	3.00	73-76		
B-	2.70	70-72		
C+	2.30	65-69	Satisfactory	Evidence of some understanding of the subject matter; ability to develop solutions to simple problems; benefitting from his/her university experience.
C	2.00	60-64		
C-	1.70	55-59		
D	1.00	50-54	Marginal Pass	Evidence of minimally acceptable familiarity with subject matter, critical and analytical skills (except in programs where a minimum grade of "C" or "C+" is required).

F	0.00	0-49	Inadequate	Insufficient evidence of understanding of the subject matter; weakness in critical and analytical skills; limited or irrelevant use of the literature.
INC	0.00		Incomplete	
W	Neutral and no credit obtained		Withdrew after deadline	
ILL	Neutral and no credit obtained		Compassionate reasons, illness	
P	Neutral		Pass	
TR	Neutral		Transfer credit on admission	
Pending (PND)	Neutral		Grade not reported	

University Grading Practices:

The [Grading Practices Policy](#) outlines the university's commitment and professors' responsibilities on how grading will be achieved. The policy applies to all credit-bearing courses at both the undergraduate and graduate levels at the university.

Missed or Late Academic Requirements due to Student Absence:

Dalhousie students are asked to take responsibility for their own short-term absences (3 days or less) by contacting their instructor by phone or email prior to the academic requirement deadline or scheduled time **AND** by submitting a completed Student Declaration of Absence form to their instructor in case of missed or late academic requirements. Only 2 separate Student Declaration of Absence forms may be submitted per course during a term (note: faculty, college, school, instructor or course-specific guidelines may set a lower maximum).

The submission of the form **does not guarantee accommodations, or provide an automatic exemption**, from any academic requirements that were missed or late during an absence. Any alternate coursework arrangements for missed or late academic requirements are at the discretion of individual course instructor(s).

Students who experience recurring short-term or long-term absences are strongly encouraged to meet with their Academic Advisor (uao@dal.ca).

Click [here](#) for further information.

Standard Citation Style:

The Bachelor of Commerce Co-op Program uses APA as its standard citation style (unless otherwise indicated by your professor). Please use APA style in your assignments to briefly identify (cite) other people's ideas and information and to indicate the sources of these citations in the References list at the end of your assignment.

For more information on APA style, consult Dalhousie Library website at <https://libraries.dal.ca/help/style-guides.html> or consult the [Frequently Asked Questions about APA](#)

Academic Integrity:

At Dalhousie University, we are guided in all of our work by the values of academic integrity: honesty, trust, fairness, responsibility and respect (The center for Academic Integrity, Duke University, 1999). As a student, you are required to demonstrate these values in all of the work you do. The University provides policies and procedures that every member of the university community is required to follow to ensure academic integrity.

In general:

The commitment of the Faculty of Management is to graduate future leaders of business, government and civil society who manage with integrity and get things done. This is non-negotiable in our community and it starts with your first class at Dalhousie University. So, when you submit any work for evaluation in this course or any other, please ensure that you are familiar with your obligations under the Faculty of Management's Academic Integrity Policies and that you understand where to go for help and advice in living up to our standards. You should be familiar with the [Faculty of Management Professor and Student Contract on Academic Integrity](#), and it is your responsibility to ask questions if there is anything you do not understand.

Dalhousie offers many ways to learn about academic writing and presentations so that all members of the University community may acknowledge the intellectual property of others. Knowing how to find, evaluate, select, synthesize and cite information for use in assignments is called being "information literate". Information literacy is taught by Dalhousie University Librarians in classes and through Dalhousie Libraries' online [Citing & Writing](#) tutorials.

Do not plagiarize any materials for this course. For further guidance on what constitutes plagiarism, how to avoid it, and proper methods for attributing sources, please consult the University Secretariat's [Academic Integrity](#) page.

Please note that Dalhousie subscribes to a plagiarism detection software that checks for originality in submitted papers. Any paper submitted by a student at Dalhousie University may be checked for originality to confirm that the student has not plagiarized from other sources. Plagiarism is considered a very serious academic offence that may lead to loss of credit, suspension or expulsion from the University, or even the revocation of a degree. It is essential that there be correct attribution of authorities from which facts and opinions have been derived. At Dalhousie, there are University Regulations which deal with plagiarism and, prior to submitting any paper in a course; students should read the Policy on [Intellectual Honesty](#) contained in the Calendar.

Furthermore the University's Senate has affirmed the right of any instructor to require that student assignments be submitted in both written and computer readable format, e.g.: a text file or as an email attachment, and to submit any paper to a check such as that performed by the plagiarism detection software. As a student in this class, you are to keep an electronic copy of any paper you submit, and the course instructor may require you to submit that electronic

copy on demand. Use of third-party originality checking software does not preclude instructor use of alternate means to identify lapses in originality and attribution. The result of such assessment may be used as evidence in any disciplinary action taken by the Senate.

Finally:

If you suspect cheating by colleagues or lapses in standards by a professor, you may use the confidential email: managementintegrity@dal.ca which is read only by the Assistant Academic Integrity Officer.

Faculty of Management clarification on plagiarism versus collaboration:

There are many forms of plagiarism, for instance, copying on exams and assignments. There is a clear line between group work on assignments when explicitly authorised by the professor and copying solutions from others. It is permissible to work on assignments with your friends but only when the professor gives you permission in the specific context of the assignment. University rules clearly stipulate that all assignments should be undertaken individually unless specifically authorised.

Specific examples of plagiarism include, but are not limited to, the following:

- Copying a computer file from another student, and using it as a template for your own solution
- Copying text written by another student
- Submitting the work of someone else, including that of a tutor as your own

An example of acceptable collaboration includes the following:

- When authorised by the professor, discussing the issues and underlying factors of a case with fellow students, and then each of the students writing up their submissions individually, from start to finish.

ACCESSIBILITY

The Student Accessibility Centre (Halifax Campus) and the Student Success Centre (Agricultural Campus) are Dalhousie's centres of expertise on student access, inclusion, and accommodation support. We work collaboratively with students, faculty, and staff to create an inclusive educational environment for students.

If there are aspects of the design, instruction, and/or experiences within this course that result in barriers to your inclusion please contact the [Student Accessibility Centre](http://dal.ca/access) (dal.ca/access) and/or make arrangements to discuss with the instructor.

Please note that your classroom may contain accessible furniture and equipment. It is important that these items remain in the classroom, undisturbed, so that students who require their use will be able to fully participate.

STUDENT CODE OF CONDUCT

Everyone at Dalhousie is expected to treat others with dignity and respect. The Code of Student Conduct allows Dalhousie to take disciplinary action if students don't follow this community expectation. When appropriate, violations of the code can be resolved in a reasonable and informal manner—perhaps through a restorative justice process. If an informal resolution can't be reached, or would be inappropriate, procedures exist for formal dispute resolution.

DIVERSITY AND INCLUSION – Culture of Respect

Every person at Dalhousie has a right to be respected and safe. We believe inclusiveness is fundamental to education. We stand for equality. Dalhousie is strengthened in our diversity. We are a respectful and inclusive community. We are committed to being a place where everyone feels welcome and supported, which is why our Strategic Direction prioritizes fostering a culture of diversity and inclusiveness (Strategic Priority 5.2).

Learning and Support Resources:

- [Undergraduate Advising Office](#)
- [Writing Centre](#)
- [Studying for Success Program](#)
- [Indigenous Students](#)
- [Black Students](#)
- [International Students](#)
- [LGBTQ2SIA+ Collaborative](#)
- [Student Health & Wellness](#)
- [Human Rights and Equity Services](#)
- [Dalhousie Student Advocacy Services](#)
- [Dalhousie Ombudsperson](#)
- [Fair Dealing Guidelines](#)
- [Dalhousie University Libraries](#)
- [Copyright Office](#)
- [E-Learning website](#)