

BUS|ENTR 369 | Global Marketing Strategies: Culture, Economy, and Consumer Engagement" Fall 2026

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Course Description

This course explores the development of international marketing campaigns exposing students to how different cultures and economies develop objectives and methods of marketing planning through the execution of research, advertising, distribution, and consumer targeting activities. Students examine the international similarities and differences in marketing functions as related to cultural, economic, political, social, and technical dimensions and consider the changes in marketing systems, philosophies and practices to build campaigns that respond to conditions in different countries. Attention to UNSDGs and Macromarketing forces are integral to course pedagogy.

Course Approach

Using literature review, case studies, lectures, ethnographic field work, and group marketing plan development, students will produce and present an original campaign in both oral and written form by developing global marketing strategies, research plans, and campaign recommendations. Individual and group projects will round out course deliverables including strategies and plans for a product/brand/corporate launch, foreign market entry and implementation supported through opportunity assessment and data-driven research plans.

Learning Objectives

- Develop an understanding of how marketing strategies are developed in the global environment.
- Develop an understanding of cultural, governmental, economic and competitive conditions of global business and how these factors impact an organization's global marketing strategy. Attention is paid to marketing's externalities with a particular focus on market economics vs market society.
- Understand how and why certain national development strategies and responses worked. Includes a critical examination of conditions that help certain industries and brands respond stronger than others.
- Develop marketing paradigms to address and meet UNSDG and ESG compliance.
- Develop a global citizenship perspective embracing a Socratic "citizen of our borderless world" ethos.
- Gain a deeper understanding to conduct opportunity assessments, identify high potential regions, size markets and develop efficient and effective business/marketing strategy.

Course Requirements

It is anticipated that students will read four trade publications and between four-six academic papers/case studies in addition to keeping up with current global and political and business events.

Students will be responsible for successfully producing the following deliverables.

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| • Participation | 10% |
| • Final White Paper Foreign Marketing Campaign | 40% |
| • Book Presentation Discussion | 20% |
| • Country of Origin PESTEL | 10% |
| • Midterm | 10% |
| • IN-FIELD Ethnographic Data Collection & Survey | 10% |

Class Field Work and CYA Field Study

Through site visits, guest lectures, and class lectures, and ethnographic field work, students will be responsible to collecting and connecting data-driven market insights and translating into actionable strategies for all class deliverables and projects.

Assignment 1:

Class Participation and Professionalism (10%): Active participation in class is expected. Ten percent (10%) of your grade will draw from each student's individual **ORAL PARTICIPATION, DISCUSSION IN CLASS. BEING 'IN' CLASS DOESN'T EQUAL PARTICIPATION.** Please be prepared to add to the class discussion through insightful comments, as well as participate in class exercises. I seek to provide a classroom experience where everyone feels comfortable asking questions and discussing current business and global events.....and their impact on business. Your opinions and ideas are always welcome, expressed in a professional manner and relevant to the class thematic. However, please note that it is not the quantity of your comments, but the quality that adds to your participation grade. Interactive classes filled with enthusiastic student participation are both more interesting and fun.

Assignment 2:

Final White Paper | Foreign Marketing Campaign 40%

Marketing Plan and Client Pitch (40% total): Through the lens of the United Nations Sustainable Development Goals, your team will develop a marketing plan for a large multinational corporation (the "client") including marketing strategies to engage their target audience. Your analysis will be informed by the UN SDGs, the concepts discussed in class, the secondary and primary research you collect. There will be three separate deliverables. First, your team will provide a 1-2 page executive summary (Word document) which will lay the ground work for understanding your marketing plan. Next, your team will create a PowerPoint presentation (or comparable) with detailed notes in the notes section (worth 40%) about your marketing plan. Notes should be written in full sentences, in a clear and concise manner, follow the fatal error policy, and provide the reader an understanding of the main points.

Presentation slides should contain strong visuals. Presentations will be given in class the final session of class and should be approximately 12-15 minutes will be an additional 10 minutes for Q&A. Third, your team will a comprehensive marketing plan for submission and final grade, summarizing your key insights, your 'big idea', and execution (worth 10%). Note: You will utilize your "consultants" to test out your initial big idea and activation plans and for ideation. All materials are due by the time the class starts and should include group name and team member's names. Peer evaluations must also be uploaded on MOODLE the day after your presentation.

Assignment 3:

Book Presentation | Discussion 20%

1. Book report - An essay which summarizes the book and does little else. **DO NOT DO THIS**
2. Book review - A critical analysis of the ideas, structure, and methodology of a book. This is your assignment. **Use the prompt & rubric for full details and guidance.**
3. **A PowerPoint and discussion guide for the entire class will also be developed. We will devote one week to Book Review presentations and discussion.**

Assignment 4:

SDG Country of Origin PESTEL (10%)

Early in the term, students will be randomly placed into groups and develop a Country of Origin PESTEL analysis rooted in one or more of the UNSDGs to explore a country's most promising marketing opportunities. Groups will follow the case format in the Navigating SDGs packet to discuss 1) the global challenge 2) business response with particular focus on marketing strategies and 3) benefits attained. As a part of Final Marketing Plan

Assignment 5:

Midterm Examination (10%)

Essay format assessing readings, discussions, current events and how they support course learning objectives and are connected to broader Macromarketing concepts.

Assignment 6:

Ethnographic Field Work (10%) – TBD

Extra Credit: Final Reflection Journal (5%): A centerpiece of the course is the learning process rooted in the STEM Squared and Secular Humanities Paradigm composed of context, experience, reflection, action and evaluation/transformation. For your final assignment, each student will deliver a live **THREE MINUTE RESPONSE TO THE FOLLOWING PROMPT:** reflecting on three issues/topics covered in class that resonated most with you, how it transformed your thinking, and how you can apply it to your life/career.

CYA Regulations and Accommodations

Attendance Policy

CYA regards attendance in class and on-site (in Athens or during field study trips) as essential. Absences are recorded and have consequences. Illness or other such compelling reasons which result in absences should be reported immediately to the Student Affairs Office, via the form available in the Student Portal. Attendance also measured in terms of participation to class dialogue and discussion.

ePolicy on Original Work

Unless otherwise specified, all submitted work must be your own original work. Any ideas taken from the work of others must be clearly identified as quotations, paraphrases, summaries, figures etc., and accurate internal citations and/or captions (for visuals) as well as an accompanying bibliography must be.

Use of Laptops

In-class or onsite use of laptops and other devices is permitted if this facilitates course-related activities such as note-taking, looking up references, etc. Laptop or other device privileges will be suspended if devices are not used for class-related work.

Class Schedule

Class Day	Topic / Readings / Assignments Due
1	Welcome, Introductions, Expectations Globalization 2025: Age of Consequence, Grievance, & Blowback Reading: Begin Timothy Snyder, On Tyranny Reading: <u>Eurasia Group 2026 Risks</u>
2	Lecture: Globalization 2025 The Era of Power Reading: What is MacroMarketing Chapter 11
3	Lecture: Shifting 20 th Century Paradigms Macro v Micro Marketing Reading: The Clash of Civilizations by Samuel Huntington
4	Lecture: The New Age of Thrift Humilitas Empathy Global Affluenza is Over Reading: Begin Naomi Klein Shock Doctrine: Chapters 1-4
5	Lecture: Marketing & Globalization Amidst a Global Era of Power Politics
6	Lecture: Wealth Inequality: Reading: Saez & Piketty, Berkeley
7	Lecture: A Crisis of Imagination Profits without Prosperity
8	Lecture: Cultural Convergence & Divergence Begin PESTEL Country of Origin Research
9	Lecture: From Black Swans to White Brands are Defined by Values Assignment: Country Selection for Final Project Reading: The Globalization of Markets by Theodore Levitt
10	Lecture: The Capital of Capitalism BREXIT London Calling: How's That Working Out? Screening: <u>The Spider's Web: Britain's Second Empire</u>
11	Lecture: Marketing to the Bottom of the Pyramid Screening: TED TALK Bunker Roy Barefoot College
12	UNSDG PESTEL Presentation Week First Round Ethnographic Survey Research
13	Lecture: Fake News, Propaganda What Brands Need to Know Screening: TED TALK Carole Cadwalladr Reading: MIT New Media Lab AI & Marketing
14	Lecture: The Anthropocene and Marketing Reading: The Austerity Delusion Reading: Begin Reading Sandel What Money Can't Buy
15	Lecture: Global Advertising in the Age of AI Reading: <u>How AI Could Upend Geopolitics Ian Bremmer & Mustafa Suleyman</u>
16	Lecture: Correcting Populism Building a 21 st Century HUMAN Renaissance READING First Principles: What America's Founder Learned from the Greeks and Romans and How That Shaped READING <u>Populism and the economics of globalization by Dani Rodrick, 2018</u>

READING | Populism and authoritarianism in the EU: what is the role of the euro? Dóra Györfy November 2022.

17	Final Ethnographic Survey Research
18	MIDTERM EXAM Final Team Campaign One-on-One Advising
19	Lecture: The Rising Arab (NON-MENA) Markets & Africa 75 Years of Conflict and Opportunity
20	Lecture: China and the New Silk Road in the Age of De-Globalization
21	Lecture: Defining Foreign Market Entry Strategies Reading: Porter and Levitt
22	Lecture: The New Economic and Political Order BRICET & CRINK
23	Lecture: The Purpose Driven Brand
24	FINAL PLAN PRESENTATIONS

N.B.: The course schedule, in terms of subjects and readings, may be subject to change to benefit student learning and to keep up to date with current research.

COURSE BIBLIOGRAPHY

- Michael Sandel, What Money Can't Buy
ISBN 978-0374203030
- Timothy Synder, On Tyranny | Twenty Lessons from the Twentieth Century
ISBN 978084190114
- Huval Noah Harari, 21 Lessons for the 21st Century
ISBN 978-0525512172
- Naomi Klein, Shock Doctrine
ISBN 9780805079838
- *SDG Compass: The Guide for Business Action on the SDGs; Navigating the SDGs: A Business Guide to Engaging*

SCHOLARSHIP | ADDITIONAL READINGS

- Uploaded to MOODLE by Instructor