



**Texas A&M University-Commerce**  
MKT 497/597: Business Issues in a Global Environment

**“The globalization of today’s marketplace makes many new demands on a marketer. Not only are there important decisions to be made about which countries’ markets and segments to participate in and what modes of entry to use, but a marketer must also help formulate the marketing strategies in these countries and coordinate their implementation.”**

**- Johansson**

**Professor / Instructor Contact Information/Bio**

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Chris A. Myers, Ph.D. is a Tenured, Associate Professor of Marketing at the College of Business and Technology of Texas A & M University – Commerce. His undergraduate degree is a B.S. in Electrical Engineering from the United States Air Force Academy (USAFA) and his Masters and Ph.D. are from the University of Texas at Dallas. His marketing research focuses on the antecedents of branding, emotion in advertising, cross-cultural determinates of the effectiveness of brands, and technology mediated learning. He has published in *Journal of Promotion Management*, *Services Marketing Quarterly*, *Journal of Product and Brand Management*, *International Journal of Business Research* and *Baylor University Medical Center Proceedings*. Additionally, in the sociology and medical area, his research investigates the impact of acculturation and related factors upon the quality of care received by cardiovascular and diabetes patients. Myers received his degree from the University of Texas at Dallas under the direction of Dr. Frank Bass. Professor **Frank M. Bass** (1926-2006) was a leading academic in the field of marketing research, and is considered to be among the founders of Marketing Science. He became famous as the creator of the **Bass** diffusion model that describes the adoption of new products and technologies by first-time buyers. Additionally, Dr. Myers has 28 years in the USAF Reserves flying B-52s as a Master Navigator and 4.5 years as a team leader and project manager for Kimberly Clark making Huggies Pull-Ups.

**Business Issues in a Global Environment**

**COURSE OBJECTIVES**

Upon completion of this global marketing course, you will be able to:

1. Recognize cultural differences in various global regions (China) and their effect on the conduct of international business and be able to analyze these cultural differences in terms of opportunities and inherent risk in conducting marketing activities and in segmenting global markets.
2. Become more of a global citizen, and learn the economic and marketing aspects/outcomes of globalization.

3. Understand within each country the approaches and depth of effort being invested in sustainability and the marketing of sustainability

## **COURSE REQUIREMENTS**

### **Activities / Assessments**

**Course Grading:** This course is made up of a series of assignments and assessments to assist you in achieving the course learning objectives/outcomes.

Pre-Class Mtg 10pts

Student Bio 10pts

Global Pre-survey 10pts (must be completed to get an A in course)

Global Post-survey 10pts (must be completed to get an A in course)

Assignment 1 50pts

Assignment 2 100pts

Assignment 3 100pts

Project 200pts

Pre-Departure Mtg 25 pts (1 week prior to departure)

Class Participation 50pts

### **Course Requirements:**

#### **Student Bio**

Complete a bio of yourself in the virtual office.

**Class Participation** – Participation in class discussion is an important and vital part of this course. Discussing and processing the topics, understanding and contributing various points of view mark the beginning of your study abroad experience. This is especially true of our time in China.

**Assignment 1** – This paper is designed for you to explore the educational perspective and your individual perspective on why participate in a study abroad. You must demonstrate that you reviewed the two links on study abroad. Then your paper should answer/address the following questions: What are your expectations of this class? What are your personal goals for your time abroad? Given what you have read in the syllabus, how do you hope the course will assist you in achieving those goals? In what areas do you feel confident about your international experience? What apprehensions do you have? (minimum of 1 full page, APA, 12 point Times New Roman font, double spaced, 1” margins)

<http://www.studyabroad.com/articles/why-should-i-study-abroad.aspx>

<http://www.youtube.com/watch?v=roQQgAJhJe0> China Study Abroad By Jimmy Hales

Due Friday Jun 13, 2014

**Assignment 2** – This paper should “Compare and Contrast the information in the World Factbook link for China.” The link is given below.” The focus of this assignment is for you to be knowledgeable on China. Additionally, ONE page of this paper should cover research on “Sustainability and the Marketing of Sustainability,” a comparison of China and the US. This is

the major business issue we will discuss while in China. (maximum of 4 full pages, 12 point Times New Roman font, double spaced, 1” margins)

<https://www.cia.gov/library/publications/the-world-factbook/index.html>

Due Friday Jun 20, 2014

**Assignment 3** – Group paper. This paper should be a “Compare and Contrast Sustainability and how Sustainability is Promoted in the US and China.” There will be many ways covered in class on how groups within the class WHILE IN CHINA, can differentiate their background research. (minimum of 1 full page, APA, 12 point Times New Roman font, double spaced, 1” margins)

**DUE WHILE IN CHINA**

**Group Movie Presentation** – The class will be divided into groups. Each group will be asked to choose a movie or film to watch and present a 5-8 minute informal presentation to the class on how the film demonstrates some element of encountering another culture and relates to the discussion topics of the class. Please note, the presentation is not a report on the movie’s story but a critical look at how the movie depicts topics of culture, sustainability, product elements or promotion as discussed in class. If possible, pull at least one clip from the movie to be shown as an example during the presentation. **DUE WHILE IN CHINA**

**Peer Developed Project** – As a class, one learning goal focused on sustainability and the promotion of sustainability will be identified as important to a majority of the members of the class. This learning goal will then be translated by the class members into an assignment aimed at producing the learning outcome desired. This may be individual work, team work, or a combination of activities aimed at the desired goal. As this assignment is formulated by the class, it will be different each semester as best fits the personalities of the class and the learning goal.

**DUE WHILE IN CHINA**

**International Student Interview** – For this assignment you will need to seek out an international student from China. The goal is to tell some key items about them about how they feel about the US and the Chinese culture. Be sure to inform the student about information you will share with the class before you ask him or her to commit to the interview. You will also need a cultural artifact to share with the class representing your interviewees host country. **DUE WHILE IN CHINA**

**International News Story** – Every other day, a student (or students depending on class size) will be assigned to come to class with an interesting news story from the United States or China. This may be from your chosen host country or another. On your assigned day, you will provide the class with a summary of the event or story, the source of your item, why you thought it was worth sharing, and at least one question for the class to discuss related to your news item. **DUE WHILE IN CHINA**

**Reflection and Thank You Paper** – This paper is a closeout paper required by the scholarships. The More information should answer/address the following questions in light of each of the

exercises/assignments you have completed for your coursework. What were the most important ideas and concepts you encountered in this course? How will you apply them during your time abroad? What changes in your perspective on yourself, your host country, and the United States have taken place? How and why has this occurred? What do you feel you still have left to learn before you go abroad? How will you go about learning more in that area(s)? What do you anticipate that you will only be able to learn by being in your host culture? What will you do to prepare yourself for feelings of discomfort so that you can work through them and continue your growth? (minimum of 2 full pages, 12 point Times New Roman font, double spaced, 1" margins)

Bonus items: Social Media items will be rewarded based on impact and involvement of Chinese and US students

❖ **THIS SCHEDULE IS TENTATIVE FOR THE CHINA VISIT.**