

FACULTY OF SOCIETY AND SCIENCE STUDY COURSE DESCRIPTION

Course Title:	GLOBAL MARKETING AND CUSTOMER RELATIONSHIP						
Course code (LAIS):	Ekon5016						
Study programme:	Business Environment Administration						
Level of Study programme:	☐ 1st level professional higher education						
	\boxtimes		nal Bachelor				
	☐ Professional Master						
		Academic	Master				
		PhD level					
			ory course (P				
Type of Study programme:				ation courses (Part			
	☑ Professional specialization optional courses (Part B, optional)☐ Elective courses (Part C)						
				Academic		Independent	
Course Workload:	•	Credits	ECTS	hours	Contact hours	work hours	
		2	3	80	24	56	
		is Ulmanis					
Course Author/ Tutor:			Dr. Sc. adm	instr			
Course ration, ration.		<u>ail</u> : <u>julmani</u> :					
				he schedule for each	ch semester		
Study Form:	Full time studies						
Study year, semester:	Year 1, Semester 2						
Language:	Eng						
Prerequisites for the Course:	Business environment, marketing strategies, marketing, project management, business communication				gement, business		
Course Summary:	This course provides experience in applying marketing concepts, analyses and tools to the distinctive challenges of formulating and implementing global/multinational/international marketing programs. Marketing is the business function that deals with customers' needs and wants. We will look at these needs and wants from a global perspective. The role of international marketing management is to help companies better understand local customer preferences, use that knowledge to design appropriate products and services to offer to selected customers, and determine the most effective methods to communicate, to capture, and to deliver value. Successful global companies are those that pursue objectives, can employ resources and invest in the future of their company to satisfy the long-term needs of customers better than competitors. These ideas apply also to international not-for-profit institutions and public sector organizations.						
Assessment:	Exa	m					
Requirements for Credits:	Class Participation (very important!) - Class participation will be judged on the basis of the individual exercises assigned during the term as well as in-class contributions. Group work - The prevalence of group work is consistent with Vidzemes Augstskola's philosophy that much of your education here will come from each other, and I encourage you to discuss all exercises and cases with your group prior to coverage in class. Readings - You will not be tested on the readings, (unless notified in advance) but they do enhance the learning process and 'liven up' class discussion. Case Preparation - In selecting case materials, I have tried to choose cases which fit the pedagogical objectives of the course and which promise to be interesting to you. During this reading, carefully prepare your answers to the assigned discussion questions. In class discussions, each person is expected to be prepared to share his or her individual views with the class. Class participation 40%; Case Write-Up 20%; Final exam 40%						



	Students must abide by the academic and research ethics, Vidzeme University of Applied			
	Sciences Ethics Regulations, incl.: – study papers must be independently developments.	aned:		
	 study papers must be independently develo the study work should reference all staten 			
	authored by someone else;	nents, racas and data used that have been		
	 appropriate data acquisition methods show 	ald be used in the acquisition of data, the		
Abiding by the Academic	research ethics must be respected, empiri			
Ethics	and cannot be distorted or falsified;	. ,		
	 the examination must be carried out by the 			
	supporting materials and/or consultations with other students, unless the lecturer			
	states otherwise.			
	In the event of non-compliance with the academic and research ethics, punishment is			
	imposed in accordance with the ViA Ethics Regulations and the study course must be retaken, unless the punishment is extramarital.			
	Learning Outcomes The evaluation methods and criteria			
	Knowledge			
	Appreciate how the elements of successful			
	marketing programs fit together.			
	A disciplined approach to the analysis of			
	marketing situations and decision-making			
	Appreciate the value of marketing concepts			
	and tools when they are used as guides for			
	understanding management problems and			
	developing comprehensive marketing			
	programs			
Learning Outcomes; the	Skills	'		
evaluation methods and	Able to solve the global marketing issues in			
criteria	companies and organizations in practice.			
	Able to work with client relationship			
	management programs in practice.			
	Expand your decision making skills by			
	requiring you to make and defend marketing	Case studies		
	decisions in the context of realistic problem	Case studies		
	situations with incomplete information			
	Improve your skills in group problem-			
	solving and in written and oral	"write-ups" required in this course		
	communication			
	Competency			
	Make connections between marketing and			
	other functional areas of business			
	'The globalization of markets', Theodore Levitt, Harvard Business Review, May-June			
	1983. "Coke's World View", Roger Cohen, The New York Times, November 21, 1991			
	"New Formula Coke", economist.com, February 1, 2001			
	"Shaking Up the Coke Bottle", BusinessWeek Online, December 3, 2001			
	"I'd like to Buy the World a Shelf Stable Children's Lactic Drink", Seth Stevenson, The			
	New York Times, March 10, 2002			
Course Compulsory	"Queen of Pop", BusinessWeek Online, August 7, 2006			
literature:	"How global companies win out" Hout, Thomas; Porter, Michael E.; Rudden, Eileen. Harvard Business Review, September/October 1982			
	"Smart globalization", BusinessWeek Online, August 27, 2001			
	"The new wealth of nations", Economist.com, June 14, 2001			
	"A busy bee in the hamburger hive", Economist.com, February 28, 2002			
	"The Big Mac Index, Food for Thought", Economist.com, May 27, 2004			
	'Quirkiest Cultural Practices From Around The World', Ruchika Tulshyan, Forbes,			
	March 18, 2010 http://www.forbes.com/2010/03/18/business-travel-etiquette-forbes-			



	woman-leadership-global.html					
	'10 International Business Customs You Must Remember When Traveling', Alexis					
	Kleiman, The Huffington Post, November 1, 2012					
	http://www.huffingtonpost.com/2012/10/31/international-business-					
	customs n 2049869.html					
	'Why be honest if honesty doesn't pay.', Bhide, Amar; Stevenson, Howard H Harvard					
	Business Review, Sep/Oct90, Vol. 68 Issue 5, p121-129. "Do you really have a global strategy?", Gary Hamel and C.K. Prahalad, The McKinsey					
	Ouarterly					
	'The Return of the Global Brand', Quelch, John. Harvard Business Review, August 2003					
	'How Global Brands Compete', By: Holt, Douglas B.; Quelch, John A.; Taylor, Earl L					
	Harvard Business Review, September 2004					
	Акулич И.Л. Международный маркетинг. – Рига: БРИ, 2006. – 387 с.					
	Blanchard K., Ballard J., Finch F. Customer mania!: It's Never Too Late to Build a					
	Customer-Focused Company. Ken Blanchard, - London: HarperCollins, 2005 194 p.					
	Coscia S. Customer service over the phone. 5th edition New York: Telecom Books,					
	2002 143 p.					
	Customer relationship management in electronic markets. Edit. Iyer G.R., Bejou New					
	York: Best Business Books, 2003 113 p.					
Course additional literature:	Daniels J. International Business: environments and operations / John Daniels, Lee					
	Radebaugh, Daniel P. Sullivan 11th ed New Jersey: Pearson Prentice Hall, 2007					
	792 p.					
	Frīmentls D. Aktīva klientu apkalpošana: 50 praktiski padomi Rīga: Zvaigzne ABC,					
	2006. – 126 lpp.					
	Godins S. Atļaujas mārketings: kā svešiniekus pārvērst par paziņām un paziņas -					
	klientos Rīga: SIA Baltijas vadības konferences, 2002 201 lpp.					
Course confirmation date:	05.09.2018.					
Date of course description	31.08.2018.					
update:	51.00.2010					

Study Course Plan:

		Academic hours		Study Form/
Date	Theme		Independent work hours	Organization of independent work of students and task description
	Introductions of students, instructor, and the course In class exercises: Does marketing create or satisfy needs?; Defining an international marketing orientation: What would you do?	4		Class exercises
	Globalization/Global Marketing /Global strategy	4		Review of marketin strategy framework; case study
	Globalization/Global Marketing /Global strategy (cont'd)	2		Class exercise; readings
	A global strategy in crisis	4		Case study
	Deciding whether to go global	2		Readings; class exercise, case study
	Culture	4		Readings; Case stud
	Public Policy, Bribery, Ethics	2		Readings; Case study, Class write-u

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Global advertising	2		Readings; Case study
Exam			
Hours total:	24	56	