

**FACULTY OF SOCIETY AND SCIENCE  
STUDY COURSE DESCRIPTION**

<b>Course Title:</b>	<b>GLOBAL MARKETING AND CUSTOMER RELATIONSHIP</b>				
<b>Course code (LAIS):</b>	<b>Ekon5016</b>				
<b>Study programme:</b>	<b>Business Environment Administration</b>				
<b>Level of Study programme:</b>	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
<b>Type of Study programme:</b>	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
<b>Course Workload:</b>	<b>Credits</b>	<b>ECTS</b>	<b>Academic hours</b>	<b>Contact hours</b>	<b>Independent work hours</b>
	2	3	80	24	56
<b>Course Author/ Tutor:</b>	<b>Juris Ulmanis</b>				
	Guest Lecturer, Dr. Sc. adminstr				
	e-mail: <a href="mailto:julmanis@rbs.lv">julmanis@rbs.lv</a>				
	Consultation: according to the schedule for each semester				
<b>Study Form:</b>	Full time studies				
<b>Study year, semester:</b>	Year 1, Semester 2				
<b>Language:</b>	English				
<b>Prerequisites for the Course:</b>	Business environment, marketing strategies, marketing, project management, business communication				
<b>Course Summary:</b>	<p>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.</p>				
<b>Assessment:</b>	Exam				
<b>Requirements for Credits:</b>	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Class participation 40% ; Case Write-Up 20%; Final exam 40%</p>				
<b>Abiding by the Academic</b>	Students must abide by the academic and research ethics, Vidzeme University of Applied				

<b>Ethics</b>	Sciences Ethics Regulations, incl.: <ul style="list-style-type: none"> <li>– study papers must be independently developed;</li> <li>– the study work should reference all statements, ideas and data used that have been authored by someone else;</li> <li>– appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified;</li> <li>– the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise.</li> </ul> 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 re-taken, unless the punishment is extramarital.		
<b>Learning Outcomes; the evaluation methods and criteria</b>	<b>Learning Outcomes</b>		
	<b>The evaluation methods and criteria</b>		
	<b>Knowledge</b>		
	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		
	<b>Skills</b>		
	Able to solve the global marketing issues in 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 decisions in the context of realistic problem situations with incomplete information	Case studies	
Improve your skills in group problem-solving and in written and oral communication	“write-ups” required in this course		
<b>Competency</b>			
Make connections between marketing and other functional areas of business			
<b>Course Compulsory literature:</b>	‘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 ”Queen of Pop”, BusinessWeek Online, August 7, 2006 ”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 <a href="http://www.forbes.com/2010/03/18/business-travel-etiquette-forbes-woman-leadership-global.html">http://www.forbes.com/2010/03/18/business-travel-etiquette-forbes-woman-leadership-global.html</a> ‘10 International Business Customs You Must Remember When Traveling’, Alexis		

	<p>Kleiman, The Huffington Post, November 1, 2012  <a href="http://www.huffingtonpost.com/2012/10/31/international-business-customs_n_2049869.html">http://www.huffingtonpost.com/2012/10/31/international-business-customs_n_2049869.html</a>          ‘Why be honest if honesty doesn't pay.’, Bhidé, 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 Quarterly          ‘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</p>
<b>Course additional literature:</b>	<p>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.          Daniels J. International Business: environments and operations / John Daniels, Lee Radebaugh, Daniel P. Sullivan. - 11th ed. - New Jersey: Pearson Prentice Hall, 2007. - 792 p.          Frimēnčs 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.</p>
<b>Course confirmation date:</b>	
<b>Date of course description update:</b>	January 6, 2020.

### Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	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	8	Class exercises
	Globalization/Global Marketing /Global strategy	4	8	Review of marketing strategy framework; case study
	Globalization/Global Marketing /Global strategy (cont'd)	2	8	Class exercise; readings
	A global strategy in crisis	4	8	Case study
	Deciding whether to go global	2	6	Readings; class exercise, case study
	Culture	2	6	Readings; Case study
	Public Policy, Bribery, Ethics	2	6	Readings; Case study, Class write-up
	Global advertising	2	6	Readings; Case study
	Exam	2		
	<b>Hours total:</b>	<b>24</b>	<b>56</b>	