



**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:	<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			
Type of Study programme:	<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)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course Author/ Tutor:	Juris Ulmanis				
	Guest Lecturer, Dr. Sc. adminstr				
	e-mail: julmanis@rbs.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	Year 1, Semester 2				
Language:	English				
Prerequisites for the Course:	Business environment, marketing strategies, marketing, project management, business communication				
Course Summary:	<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>				
Assessment:	Exam				
Requirements for Credits:	<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>				

	<p>woman-leadership-global.html</p> <p>‘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</p> <p>‘Why be honest if honesty doesn’t pay.’, Bhide, Amar; Stevenson, Howard H.. Harvard Business Review, Sep/Oct90, Vol. 68 Issue 5, p121-129.</p> <p>”Do you really have a global strategy?”, Gary Hamel and C.K. Prahalad, The McKinsey Quarterly</p> <p>‘The Return of the Global Brand’, Quelch, John. Harvard Business Review, August 2003</p> <p>‘How Global Brands Compete’, By: Holt, Douglas B.; Quelch, John A.; Taylor, Earl L.. Harvard Business Review, September 2004</p>
Course additional literature:	<p>Акулич И.Л. Международный маркетинг. – Рига: БРИ, 2006. – 387 с.</p> <p>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.</p> <p>Coscia S. Customer service over the phone. 5th edition. - New York: Telecom Books, 2002. - 143 p.</p> <p>Customer relationship management in electronic markets. Edit. Iyer G.R., Bejou. - New York: Best Business Books, 2003. - 113 p.</p> <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.</p> <p>Frīmentls D. Aktīva klientu apkalpošana: 50 praktiski padomi. - Rīga: Zvaigzne ABC, 2006. – 126 lpp.</p> <p>Godins S. Atļaujas mārketings: kā svešiniekus pārvērst par paziņām un paziņas - klientos. - Rīga: SIA Baltijas vadības konferences, 2002. - 201 lpp.</p>
Course confirmation date:	05.09.2018.
Date of course description update:	31.08.2018.

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
	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 marketing 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 study
	Public Policy, Bribery, Ethics	2		Readings; Case study, Class write-up



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