

## COURSE SYLLABUS

# Market Entry in the Global South

 **Online | PM**



Fundação Getúlio Vargas - FGV



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## **Jamie Smith**

Professor of Marketing

### **Short Biography**

Dr Jamie Smith has had an academic career in France for over 20 years. He earned his PhD at De Montfort University, Leicester, UK and his MBA from Aalto, Helsinki, Finland. In addition to teaching Strategic Marketing internationally at the graduate and Executive Education level, Dr Smith has notably advanced a number of French Grandes Ecoles with the AACSB, EFMD and AMBA International Accreditations. His entrepreneurial experience includes launching a construction company in central Florida and a training company in Paris, where he had two main corporate clients, Dassault Systemes and BNP Paribas.- Joining FGV EAESP in the Marketing Department in the autumn of 2024, Dr Smith will be teaching in the undergraduate and OneMBA courses. Publishing in such journals as International Management, The Journal of Strategic Marketing, Journal of Marketing Management and Consumption Markets & Culture, Dr Smith focuses his research on Competitive Intelligence, Small Businesses, Value Creation and more recently human relations with AI chatbots.

## Introduction/Course Description

One of the main objectives of the course is to open students' minds to the importance of global operations today as well as the Global South markets. According to the World Bank, the Global South refers to 133 countries spanning South America, Africa and Asia. These countries, including Columbia and Brazil, are relatively fast growing and have formerly been referred to as emerging markets. Specifically, we focus on entry modes, the marketing mix and business management in global markets, not just by learning terms and concepts, but also gaining insight on cultural diversity and its consequences. Students will learn to analyse numerous data sources to assess risks and opportunities as well as integrate the possibilities and limitations of digital technologies in conducting international marketing. In addition to analysing recent case studies, cross cultural student groups will develop an entry strategy for a product and country of their choice. The course has an orientation towards opportunities in the Global South countries but also includes Brands originating from the Global South which are internationalising.

## Course Objectives

This course aims to:

- Gain insight on the environment in which business is conducted outside the country of origin,
- Learn to research and use numerous international statistics/reports to guide data-based decision-making.
- Develop critical thinking regarding global competition; Apply tools, frameworks and practices to structure and control global marketing programs.
- Learn to profile and respect different global cultures: their habits, customs, languages, attitudes towards foreign products and their mentalities.
- Integrate international good practices, ethical considerations and the influence of crime and corruption on foreign trade. Develop self awareness for ethical decision making.

## Course Methodology

This discipline will combine expository content, various real examples with readings, case analyses in groups, class discussions and a project with an international dimension. Chapter readings for each class complement class activities.

## Evaluation System

The course evaluation will be performed based on the following set of activities:

- Case Study Submissions (30%) (group of 3 to 4 students)
- Group Project (30%)
- Final Exam (40%) (Individual)

## Course Prerequisites

Basic Knowledge of Fundamentals of Marketing.

