



UNIVERSIDAD
esan

Course Syllabus **Global Marketing**

August – December 2015

Term VII

Professor

Jorge del Castillo

I. Main features of the course

Course	: Global Marketing	Code	: 00947
Previous courses:	Posicionamiento y Segmentación, Investigación de mercados II, Investigación de operaciones, Gestión de proyectos y Lanzamiento de productos.	Term	: VII
Credits	: 3	Quarter:	2015-2

II. Course summary

This course is both theoretical and practical. Its goal is to develop the student's understanding of international markets, and to develop the skills necessary to compete in them.

It analyzes the impact of macroeconomic and cultural variables on the global market environment; techniques for international market research; and the estimation of demand which would allow the development of a Global Marketing Strategy. Based on these elements, students will learn how to select markets, develop export strategies, and other entry modes. Other topics include strategies for the introduction and development of products and services using tools and processes such as International Sale Contracts, Logistics, Means of Payment and International Risk Coverage

III. Course objectives

To develop the skills necessary for understanding the way global markets work for products, services and related brands.

IV. Learning outcomes

After completing the course, the student will be able to:

- Identify the opportunities and challenges of globalization, and their impact on international markets, considering the factors that influence them.
- Analyze the required information to decide on the introduction and development of products and services in global markets.
- Create and apply entry-mode and development strategies to compete in foreign markets
- Elaborate and support a comprehensive marketing plan

V. Metodology

The course requires active participation of the student. The lectures will include analysis of readings, case studies, reading controls, and a team project to strengthen the learning process and to develop the necessary skills to operate internationally.

The professor will act as a "teacher-facilitator" and shall motivate discussion and exchange of information on the assigned topics. Most of the required textbooks and some complimentary readings are uploaded into "Aula Virtual". Students will have to read the assigned topics for each class. Eventually, there will be one field visit to a Multinational Company based in Lima in order to have first-hand experience on how they work and see its day-to-day operations.

There is a mandatory textbook to be read before every sesión according to class schedule. There will also be additional readings to be assigned.

VI. Evaluation

The evaluation system is continuous and comprehensive. The final grade is a result of the average of the continuous evaluation scheme (PEP = 50%), the midterm exam (EP = 25%) and the final exam (EF = 25%).

The continuous evaluation grade results from the weighted average of follow-up evaluations such as:

- Individual reading controls based on the readings mentioned in the syllabus, and individual quizzes based on case studies.
- Intermediate reports and final presentation of the X-Culture team project.
- Individual participation in class discussions.
- Attendance and punctuality to the class sessions.

The relative weight of each item within the continuous evaluation scheme is described in the following table:

CONTINUOUS EVALUATION SCHEME (PEP) 50%		
Evaluation Mode	Description	Weight (%)
Individual Reading Controls	Up to 4 x Reading Controls and/or short presentations	30
Team Project	Team report + peer evaluations + Weekly evaluations	50
Other Activities**	<ul style="list-style-type: none">• Individual class participation, cases• Attendance & Punctuality	20

** 50% is attendance, and the 50% considers quality of participation in class and case discussions.

The final average grade (PF) is computed as follows:

$$PF = (0,25 \times EP) + (0,50 \times PEP) + (0,25 \times EF)$$

VII. Course contents

WEEK	CONTENTS	ASSIGNMENTS / EVALUATIONS
1° August 24th to 29th	COURSE INTRODUCTION 1. Presentation of course topics 2. Presentation of the evaluation system 3. Personal Presentation & explanation of X-Culture project	Methodology Course presentation. Guide Teamwork Personal Presentation
2° August 31st to September 5th	CONSEQUENCES OF GLOBALIZATION 1. The Globalization Imperative 2. Globalization of markets: convergence y divergence 3. The evolution process to Global Marketing <u>Readings:</u> (1) Kotabe: Globalization Chap. 1 pp. 1-22	Case Discussion: Pollo Campero Case Study
3° September 7th to 12th	ECONOMIC CHALLENGES OF GLOBALIZATION 1. Impact on the microeconomic variables 2. <u>Competitiveness of countries:</u> Comparative & Competitive advantages 3. Consequences of market integration processes: <ul style="list-style-type: none"> • Regional Economic Agreements • Free Trade Agreements 4. Peru´s position on FDI (Foreign Direct Investment) and International Trade <u>Readings:</u> (1) Kotabe: Theories of International Trade. Chap. 1 pp. 25-31, Global Economic Environment Chap. 2 pp. 32-61; (2) Bradley: Creating Competitive Advantage Chap. 6 pp. 113 – 128	<u>Reading Control # 1</u> <i>(Readings from weeks 2 & 3)</i> Case Discussion: Vodafone, Russia Car Market and Boeing vs Airbus Case Studies
4° September 14th to 19th	CULTURAL CHALLENGES OF GLOBALIZATION 1. Elements of Culture 2. Comparisons between cultures 3. Cultural adaptation 4. Marketing mix related to cultural factors 5. Cultural organization 6. Consumer behavior within different cultural environments <u>Readings:</u> (1) Kotabe: Cultural Issues and Buying Behavior Chap. 4 pp. 103 – 138	Case Discussion: Selling Bratz Dolls in Asia and Video Games in Germany
5° September 21st to 26th	TOOLS FOR THE ELABORATION OF A GLOBAL MARKETING STRATEGY 1. International market research 2. Evaluation of market potential within a global environment 3. Secondary data sources 4. Business intelligence tools: <ul style="list-style-type: none"> • Databases to quantify market oportunities • Global market research management <u>Readings:</u> (1) Kotabe: Global Marketing Research Chap. 6 pp. 192-217; (3) Czinkota: Research Chap. 8 pp.243-270	<u>Reading Control # 2</u> <i>(Readings from weeks 4 & 5)</i>

<p>6°</p> <p>September 28th to October 3rd</p>	<p>GLOBAL MARKET SEGMENTATION & POSITIONING</p> <ol style="list-style-type: none"> 1. Global market segmentation approaches 2. Tools for international segmentation 3. Global positioning strategies <p><u>Reading:</u> (1) Kotabe: Global Segmentation and Positioning Chap. 7 pp.221-243</p>	<p>Test X-Culture</p> <p>Case Discussion: Coach, Crocs case studies</p>
<p>7°</p> <p>October 5th to 10th</p>	<p>Team Project Presentations</p>	<p>1st Intermediate submission of Team Project</p>
<p>8°</p> <p>October 12th to 17th</p>	<p>MIDTERM EXAM</p>	
<p>9°</p> <p>October 19th to 24th</p>	<p>DEVELOPMENT OF A GLOBAL MARKETING STRATEGY</p> <ol style="list-style-type: none"> 1. Global strategy concept 2. Global marketing strategy 3. Global research and development (R&D) 4. Regionalization strategy 5. Global competitor analysis <p><u>Readings:</u> (1) Kotabe: Global Marketing Strategies Chap 8 pp. 249-276; (2) Bradley: Analysis of International Competitors Chap 4 pp.71 – 85</p>	
<p>10°</p> <p>October 26th to 31st</p>	<p>ANALYSIS & MARKET SELECTION</p> <ol style="list-style-type: none"> 1. Market selection 2. Opportunistic selection of international markets 3. Systematic selection of international markets 4. International entry mode selection <p><u>Readings:</u> (1) Kotabe: Global Entry Modes Chap 9 pp. 290 - 299; (2) Bradley: Profiling International Product Markets Chap 8 pp.146 - 163</p>	
<p>11°</p> <p>November 2nd to 7th</p>	<p>GLOBAL ENTRY MODE STRATEGIES</p> <ol style="list-style-type: none"> 1. Export (direct and indirect) 2. Franchising and licencing 3. Manufacturing contracts 4. Joint Ventures 5. Subsidiaries 6. Strategic alliances <p><u>Readings:</u> (1) Kotabe: Global Entry Modes Chap. 9 pp. 300 – 324 (2) Bradley: Exporting Chap. 14 pp. 262 – 275, Strategic Alliances Chap 15 pp. 276 – 301.</p>	<p><u>Reading Control # 3</u></p> <p><i>(Readings from weeks 9 & 10)</i></p> <p>Cases Discussion: GM & Ford, Procter & Gamble, Benq's , Fonterra Case Studies</p>

<p>12°</p> <p>November 9th to 14th</p>	<p>OPERATING ENVIRONMENT FOR GLOBAL BUSINESS</p> <ol style="list-style-type: none"> 1. International contracting 2. Global logistics and distribution 3. Export financing <p><u>Readings:</u> (1) Kotabe: Global Logistics and Distribution Chap 16 pp. 506 – 535, (3) Czinkota: Global Logistics and Materials Management Chap 16 pp. 523 – 546.</p>	
<p>13°</p> <p>November 16th to 21st</p>	<p>GLOBAL STRATEGY FOR PRODUCTS & SERVICES</p> <ol style="list-style-type: none"> 1. Consumer products 2. Services <p><u>Readings:</u> Kotabe and Helsen: Global Product Policy Decisions I, Marketing Products and Services Chap 11 pp. 349 – 372; (2) Bradley: The Consumer Products Firm Chap. 10 pp. 183 – 205.</p>	<p><u>Reading Control # 4</u></p> <p><i>(Readings from weeks 11 & 12)</i></p> <p>Cases Discussion: What happens when your supplier makes copies, Matsushita Electric, Tata Motors, L’Oreal</p>
<p>14°</p> <p>November 23rd to 28th</p>	<p>MARKETING FOR THE BASE OF THE PYRAMID</p> <p><u>Reading:</u> TBD</p>	
<p>15°</p> <p>November 30th to December 5th</p>	<p>RESEARCH PROJECT PRESENTATIONS FINAL SUBMISSION</p>	<p>30 min. max. per group</p>
<p>16°</p> <p>December 7th to 12th</p>	<p>FINAL EXAM</p>	

VIII. Literature

Textbooks (required readings)

1. Kotabe, M., & Helsen, K. (2011). *Global Marketing Management* (5th ed.) NJ: Wiley
2. Bradley, F. & Calderón, H. (2006). *Marketing Internacional*, Madrid: Pearson Educación.
3. Czinkota, M. & Ronkainen, I. (2007). *Marketing Internacional* (8th. ed.) México: Cengage Learning

Complementary readings, cases to be discussed in class

To be published in “Aula Virtual”.

IX. Professor

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