Course Syllabus
Global Marketing
March – July 2019

Term VII

Ríos Pita Ruiz, Marco
I Main feature of the course

<table>
<thead>
<tr>
<th>Course</th>
<th>Global Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirement:</td>
<td>Posicionamiento y Segmentación</td>
</tr>
<tr>
<td>Code:</td>
<td>00947</td>
</tr>
<tr>
<td>Previous Knowledge:</td>
<td>Investigación de Operaciones, Gestión de Proyectos de Lanzamiento de Productos, Investigación de Mercados II</td>
</tr>
<tr>
<td>Quarter:</td>
<td>2019-1</td>
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<tr>
<td>Credits:</td>
<td>3</td>
</tr>
<tr>
<td>Term:</td>
<td>VII</td>
</tr>
<tr>
<td>Week hours:</td>
<td>4</td>
</tr>
<tr>
<td>Course modality:</td>
<td>Face-to-face</td>
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<tr>
<td>Type of course</td>
<td>Curso Obligatorio</td>
</tr>
<tr>
<td>Career(s)</td>
<td>Administración y Marketing</td>
</tr>
<tr>
<td>Course Coordinator:</td>
<td>Yolanda Valle V. <a href="mailto:yvalle@esan.edu.pe">yvalle@esan.edu.pe</a></td>
</tr>
</tbody>
</table>

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

The objective of this course is 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 while using global marketing and management tools.
- Comprehend the relevance of Global Supply Chain Management as an integrating function within multinational companies.
- Strengthening interpersonal and teamwork skills.
V Methodology

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 session 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 = 20%) and the final exam (EF = 30%). 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 reading quizzes mention in the syllabus and case studies, Intermediate reports and final presentation of the International Marketing Plan, Individual participation in class discussions, Case Studies Analysis, Unit Tests, Attendance and punctuality to the class sessions.

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

<table>
<thead>
<tr>
<th>CONTINUOUS EVALUATION SCHEME (PEP) 50%</th>
<th>Weight (%)</th>
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</thead>
<tbody>
<tr>
<td>Evaluation Mode</td>
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<tr>
<td>Individual Reading Quizzes</td>
<td>10</td>
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<tr>
<td>Team Project</td>
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<tr>
<td>Written Reports (40%)</td>
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<td>1st Report (20%)</td>
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<td>Final Report (30%)</td>
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<td>Final Presentation (60%)</td>
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<tr>
<td>Group Presentation (30%)</td>
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<tr>
<td>Individual Presentation (70%)</td>
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<tr>
<td>Unit Tests</td>
<td>30</td>
</tr>
<tr>
<td>Business Cases</td>
<td>20</td>
</tr>
<tr>
<td>4 group business cases</td>
<td></td>
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<tr>
<td>Other Assessments</td>
<td>10</td>
</tr>
<tr>
<td>• Individual class participation</td>
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<tr>
<td>• Attendance &amp; Punctuality</td>
<td></td>
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<tr>
<td>• Group Case Discussions</td>
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</tbody>
</table>

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

\[
PF = (0.20 \times EP) + (0.50 \times PEP) + (0.30 \times EF)
\]
# VII Contents

<table>
<thead>
<tr>
<th>WEEK</th>
<th>CONTENTS</th>
<th>ASSIGNMENTS / EVALUATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEARNING UNIT 1: GLOBALIZATION FUNDAMENTALS AND CHALLENGES</strong></td>
<td><strong>LEARNING OUTCOME</strong></td>
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<tr>
<td></td>
<td>- Identify the opportunities and challenges of globalization, and their impact on international markets, considering the factors that influence them.</td>
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</table>
| **1° March 21st - 30th** | 1.1 The Globalization Imperative  
1.2 Globalization of markets: convergence y divergence  
1.3 The evolution process to Global Marketing  
1.4 Theories of International Trade and the Multinational Enterprise | **Course Introduction**  
Personal presentation and description of course topics and evaluation system |
| **Mandatory reading** | **Guide Teamwork Presentation**  
Explanation of International Marketing Plan Project | |
Naim, M. How power lost its edge. Chap. 4. | **Group Case Study Discussion:**  
Walmart goes to Germany |
| **2° April 01st - 06st** | 1.5 Impact on the microeconomic variables  
1.6 Competitiveness of countries: Comparative & Competitive advantages  
1.7 Consequences of market integration processes:  
1.7.1 Regional Economic Agreements  
1.7.2 Free Trade Agreements  
1.8 Perú’s position on FDI (Foreign Direct Investment) and International Trade | **Group Business Case #1 hand out:**  
Louis Vuitton in Japan  
*Newsflash* |
| **Mandatory reading** | **Reading Quiz #1**  
Naim, M. How power lost its edge. Chap. 4.  
The Economist. Special Report: The World Economy An open and shut case | |
| **3° April 08th – 13th** | 1.9 Elements of Culture  
1.10 Comparisons between cultures  
1.11 Cultural adaptation  
1.12 Marketing mix related to cultural factors  
1.13 Cultural organization  
1.14 Consumer behavior within different cultural environments | **Group Case Study Discussion:**  
Matsushita (Panasonic) and Japan’s Changing Culture  
*Newsflash* |

*Silabo del Curso de “Global Marketing!”*
### LEARNING UNIT 2: BUSINESS INTELLIGENCE TOOLS FOR THE ELABORATION OF A GLOBAL MARKETING STRATEGY

**LEARNING OUTCOME**

- Elaborate and support a comprehensive marketing plan while using global marketing and management tools.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Reading Material</th>
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</table>
| 4° April 15th – 20th | 2.1 International market research  
2.2 Evaluation of market potential within a global environment  
2.3 Secondary data sources  
2.4 Business intelligence tools:  
2.4.1 Databases to quantify market opportunities  
2.4.2 Global market research management |  
|            | Group Business Case #2 hand out: Samsung Electronics Co.: Global Marketing Operations |
|            | **Discussion Questions:**  
|            | **Newsflash**                                                          |                                                                                  |

### LEARNING UNIT 3: SEGMENTATION, POSITIONING AND THE DEVELOPMENT OF A GLOBAL MARKETING STRATEGY

**LEARNING OUTCOME**

- 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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Reading Material</th>
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</table>
| 5° April 22nd – 27th | 3.1 Reasons for International Market Segmentation  
3.2 International Market Segmentation Approaches  
3.3 Segmentation Scenarios  
3.4 Bases for International Market Segmentation  
3.5 International Positioning Strategies  
3.6 Global, Foreign, and Local Consumer Culture Positioning |  
Mandatory reading Kotabe, M., & Helsen, K. *Global Marketing Management*. 7th edition Chap. 7 pp. 204-229 |
|            | **Group Case Study Discussion:**  
Marketing to Older Adults: Finding the right message  
Coach – Selling Handbags Overseas  
Crocs: Love them, hate them |                                                                                  |
|            | **Reading Quiz # 2**  
**Newsflash** |

### LEARNING UNIT 4: THE ROLE OF INTERNET AND SOCIAL MEDIA FOR GLOBAL MARKETING

**LEARNING OUTCOME**

- Identify the opportunities and challenges of globalization, and their impact on international markets, considering the factors that influence them.
- Elaborate and support a comprehensive marketing plan while using global marketing and management tools.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Reading Material</th>
</tr>
</thead>
</table>
| 6° April 29th to May 04th | 3.7 Information Technology and Global Competition  
3.8 Global Strategy  
3.9 Global Marketing Strategy  
3.10 R&D, Operations, and Market Interfaces  
3.11 Regionalization of Global Marketing Strategy  
3.12 Competitive Analysis |  
|            | **1 report: International Business Plan**                              |                                                                                  |
|            | **Group Case Study Discussion:**  
GM and Ford’s Pursuit of different benefits from Global Marketing  
P&G: We’re also Chinese |  
**Newsflash** |
| 7° May 06th – 11th | 4.1 Social Media and Communication  
4.1.1 The rise of social media  
4.1.2 Marketing dimensions of social media  
4.1.3 Social Media challenges  
4.2 Global internet consumers  
4.3 Global Integrated vs Locally Responsive internet marketing strategies  
4.4 Marketing mix and the internet  

**Mandatory reading**  
Czinkota/Ronkainen. Marketing Internacional Chap 16 pp. 547 – 569  

| 8° May 13th – 18th | **MIDTERM EXAM** |

**LEARNING UNIT 5: ANALYSIS & MARKET SELECTION AND GLOBAL ENTRY MODE STRATEGIES**  
**LEARNING OUTCOME**  
- Create and apply entry-mode and development strategies to compete in foreign markets.  

| 9° May 20th – 25th | 5.1 Country Selection  
5.2 Systematic selection of international markets  
5.3 Scale of Entry  
5.4 Choosing the Mode of Entry  

**Mandatory reading**  

| 10° May 27th to June 01st | 5.5 Exporting (direct and indirect)  
5.6 Licensing  
5.7 Franchising  
5.8 Expanding through Joint Ventures and Alliances  
5.9 Manufacturing contracts  
5.10 Wholly Owned Subsidiaries  
5.11 Dynamics of Entry Strategies  
5.12 Timing of Entry  
5.13 Exit Strategies  

**Mandatory reading**  

**LEARNING UNIT 6: GLOBAL PRODUCT AND SERVICES POLICIES IN A GLOBAL ENVIRONMENT**  
**LEARNING OUTCOME**  
- Analyze the required information to decide on the introduction and development of products and services in global markets.  

**Unit Test # 1**  
(From 1.1 The Globalization Imperative to 4.4 Marketing Mix and the internet)  
**Group Case Study Discussion:**  
Yahoo! and Alibaba: Seeking Dominance in Chinese Cyberspace  

**Group Business Case #3 hand out:**  
Under Armour’s willfull digital moves  

**Discussion Questions:**  

**Reading Quiz # 3**  

**Group Case Study Discussion:**  
Benq’s Deal  
McDonald’s in China  
Fonterra engulfed in China’s Tainted Milk Crisis  

**Newsflash**
| 11° June 03rd – 08th | 6.1 Global Product Strategies  
6.2 Standardization vs Customization  
6.3 Multinational Diffusion  
6.4 Developing New Products for Global Markets  
6.5 Global Branding Strategies  
6.6 Management of Multinational Product Lines  
6.7 Global Marketing of Services | Group Case Study Discussion:  
Lexus in Europe: A bumpy ride  
Philip Morris International – Thriving in a Hostile World  
L’oreal China – Nursing Mininurse back to health  
Newsflash |
<table>
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<tbody>
<tr>
<td><strong>LEARNING UNIT 7: GLOBAL LOGISTICS AND MARKETING METRICS</strong></td>
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<tr>
<td><strong>LEARNING OUTCOME</strong></td>
<td></td>
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</tbody>
</table>
| • Comprehend the relevance of Global Supply Chain Management as an integrating function within multinational companies.  
• Elaborate and support a comprehensive marketing plan while using global marketing and management tools. |  |
| 12° June 10th – 15th | 7.1 International Logistics  
7.2 Managing Physical Distribution  
7.3 Managing Sourcing Strategy  
7.4 Free Trade Zones  
7.5 International Distribution Channel  
7.6 International Retailing | Group Business Case #4 hand out:  
Uber pricing strategies  
Group Case Study Discussion:  
Foreign retailers and direct marketers entering into Japan  
Newsflash |
Czinkota/Ronkainen. *Marketing Internacional* Chap 15 pp. 496 – 534 |
| 13° June 17th – 22nd | 7.7 Tipology of performance assessed  
7.8 Tipology of measures adopted  
7.9 Control system of assessing performance | Reading Quiz # 4  
2nd report: International Marketing Plan  
Newsflash |
| **LEARNING UNIT #8: MARKETING STRATEGIES FOR EMERGING MARKETS** |  |
| **LEARNING OUTCOME** |  |
| • Identify the opportunities and challenges of globalization, and their impact on international markets, considering the factors that influence them.  
• Create and apply entry-mode and development strategies to compete in foreign markets. |  |
| 14° June 24th - 29th | 8.1 Emerging Markets  
8.2 Targeting/Positioning strategies in emerging markets – BOP (base of the Pyramid)  
8.3 Entry Strategies for emerging markets  
8.4 Product Policy  
8.5 Pricing Strategy  
8.6 The Distribution Challenge  
8.7 Communication Strategies for emerging markets | Unit Test # 2  
(From 5.1 Country Selection to 8.7 Communication Strategies for emerging markets)  
Group Case Study Discussion:  
Tata Nano – The Model T for the Twenty-First Century  
Newsflash |
### VIII References

#### Required Reading:


#### Further Reading:


#### Complementary readings, cases to be discussed in class

To be published in “Aula Virtual”.

### IX Laboratory support

Not required

### X Professor

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