



Course Syllabus Global Marketing

March – July 2019

Term VII

Ríos Pita Ruiz, Marco

I Main feature of the course

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

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 mentioned 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:

CONTINUOUS EVALUATION SCHEME (PEP) 50%		
Evaluation Mode	Description	Weight (%)
Individual Reading Quizzes	4 Reading Quizzes	10
Team Project	Written Reports (40%) 1 st Report (20%) Final Report (30%)	30
	Final Presentation (60%) Group Presentation (30%) Individual Presentation (70%)	
Unit Tests	2 Unit Tests	30
Business Cases	4 group business cases	20
Other Assessments	<ul style="list-style-type: none">• Individual class participation• Attendance & Punctuality• Group Case Discussions	10

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

$$PF = (0,20 \times EP) + (0,50 \times PEP) + (0,30 \times EF)$$

VII Contents

WEEK	CONTENTS	ASSIGNMENTS / EVALUATIONS
<p>LEARNING UNIT 1: GLOBALIZATION FUNDAMENTALS AND CHALLENGES</p> <p>LEARNING OUTCOME</p> <ul style="list-style-type: none"> Identify the opportunities and challenges of globalization, and their impact on international markets, considering the factors that influence them. 		
<p>1° March 21st - 30th</p>	<p>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</p> <p>Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 1 pp. 1-31 Naim, M. How power lost its edge. Chap. 4.</p>	<p>Course Introduction Personal presentation and description of course topics and evaluation system</p> <p>Guide Teamwork Presentation Explanation of International Marketing Plan Project</p> <p>Group Case Study Discussion: Walmart goes to Germany</p> <p>Group Business Case #1 hand out: Louis Vuitton in Japan <i>Newsflash</i></p>
<p>2° April 01st - 06st</p>	<p>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 Peru's position on FDI (Foreign Direct Investment) and International Trade</p> <p>Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 2 pp. 32-60 The Economist. Special Report: The World Economy An open and shut case</p>	<p>Reading Quiz #1 Kotabe/Helsen. <i>Global Marketing Management</i>. 7th edition Chap. 1 pp. 1-31 Naim, M. How power lost its edge. Chap. 4. The Economist. Special Report: The World Economy An open and shut case</p> <p>Group Case Study Discussion: Global Marketing requires a very local attention: A Lesson from Vodafone's loss of Japan unit.</p> <p>Sessions: Feedback International Business Plan <i>Newsflash</i></p>
<p>3° April 08th - 13th</p>	<p>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</p>	<p>Group Case Study Discussion: Matsushita (Panasonic) and Japan's Changing Culture <i>Newsflash</i></p>

	Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i> . 7 th edition Chap. 4 pp. 93-124	
LEARNING UNIT 2: BUSINESS INTELLIGENCE TOOLS FOR THE ELABORATION OF A GLOBAL MARKETING STRATEGY		
LEARNING OUTCOME		
<ul style="list-style-type: none"> Elaborate and support a comprehensive marketing plan while using global marketing and management tools. 		
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: Global Marketing Research. Kotabe/Helsen. <i>Global Marketing Management</i> . 7 th edition Chap.6 pp.219 <i>Newsflash</i>
	Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i> . 7 th edition Chap. 6 pp. 174-203 Czinkota/Ronkainen. <i>Marketing Internacional</i> Chap. 8 pp.235-265	
LEARNING UNIT 3: SEGMENTATION, POSITIONING AND THE DEVELOPMENT OF A GLOBAL MARKETING STRATEGY		
LEARNING OUTCOME:		
<ul style="list-style-type: none"> 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. 		
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	Group Case Study Discussion: Marketing to Older Adults: Finding the right message Coach – Selling Handbags Overseas Crocs: Love them, hate them Reading Quiz # 2 Kotabe/Helsen. <i>Global Marketing Management</i> . 7 th edition Chap. 4 pp. 93-124 <i>Newsflash</i>
	Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i> . 7 th edition Chap. 7 pp. 204-229	
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 <i>Newsflash</i>
	Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i> . 7 th edition Chap. 8 pp. 233-270	
LEARNING UNIT 4: THE ROLE OF INTERNET AND SOCIAL MEDIA FOR GLOBAL MARKETING		
LEARNING OUTCOME		
<ul style="list-style-type: none"> 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. 		

<p>7° May 06th – 11th</p>	<p>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</p> <p>Mandatory reading Czinkota/Ronkainen. Marketing Internacional Chap 16 pp. 547 – 569 Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 19 pp. 577-602</p>	<p>Unit Test # 1 (From 1.1 The Globalization Imperative to 4.4 Marketing Mix and the internet)</p> <p>Group Case Study Discussion: Yahoo! and Alibaba: Seeking Dominance in Chinese Cyberspace</p> <p><i>Newsflash</i></p>
<p>8° May 13th – 18th</p>	<p>MIDTERM EXAM</p>	
<p>LEARNING UNIT 5: ANALYSIS & MARKET SELECTION AND GLOBAL ENTRY MODE STRATEGIES LEARNING OUTCOME</p> <ul style="list-style-type: none"> • Create and apply entry-mode and development strategies to compete in foreign markets. 		
<p>9° May 20th – 25th</p>	<p>5.1 Country Selection 5.2 Systematic selection of international markets 5.3 Scale of Entry 5.4 Choosing the Mode of Entry</p> <p>Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 9 pp. 271-280 Bradley/Calderon. Marketing Internacional 5th edition. Chap. 12 pp.241 - 259</p>	<p>Group Business Case #3 hand out: Under Armour’s willfull digital moves</p> <p>Discussion Questions: Global Market Entry Strategies. Lululemon Athletica. Kotabe/Helsen. <i>Global Marketing Management</i>. 7th edition Chap.9 pp.304</p> <p><i>Newsflash</i></p>
<p>10° May 27th to June 01st</p>	<p>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</p> <p>Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 9 pp. 281-307</p>	<p>Reading Quiz # 3 Kotabe/Helsen. <i>Global Marketing Management</i>. 7th edition Chap. 9 pp. 271-307</p> <p>Group Case Study Discussion: Benq’s Deal Mcdonald’s in China Fonterra engulfed in China’s Tainted Milk Crisis</p> <p><i>Newsflash</i></p>
<p>LEARNING UNIT 6: GLOBAL PRODUCT AND SERVICES POLICIES IN A GLOBAL ENVIRONMENT LEARNING OUTCOME</p> <ul style="list-style-type: none"> • Analyze the required information to decide on the introduction and development of products and services in global markets. 		

<p>11° June 03rd – 08th</p>	<p>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</p> <p>Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 10 pp. 308-332</p>	<p>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</p> <p><i>Newsflash</i></p>
<p>LEARNING UNIT 7: GLOBAL LOGISTICS AND MARKETING METRICS</p> <p>LEARNING OUTCOME</p> <ul style="list-style-type: none"> • 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. 		
<p>12° June 10th – 15th</p>	<p>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</p> <p>Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 15 pp. 457-496 Czinkota/Ronkainen. <i>Marketing Internacional</i> Chap 15 pp. 496 – 534</p>	<p>Group Business Case #4 hand out: Uber pricing strategies</p> <p>Group Case Study Discussion: Foreign retailers and direct marketers entering into Japan</p> <p><i>Newsflash</i></p>
<p>13° June 17th – 22nd</p>	<p>7.7 Typology of performance assessed 7.8 Typology of measures adopted 7.9 Control system of assessing performance</p> <p>Mandatory reading Milichovsky, F., & Simberova, I. (2015). <i>Marketing Effectiveness: Metrics for Effective Strategic Marketing</i>. <i>Engineering Economics</i>, 26(2), 211-219. W. Stewart, D. (2009). <i>Marketing accountability: Linking marketing actions to financial results</i>.</p>	<p>Reading Quiz # 4 Kotabe/Helsen. <i>Global Marketing Management</i>. 7th edition Chap. 16 pp. 271-307</p> <p>2nd report: <i>International Marketing Plan</i></p> <p><i>Newsflash</i></p>
<p>LEARNING UNIT #8: MARKETING STRATEGIES FOR EMERGING MARKETS</p> <p>LEARNING OUTCOME</p> <ul style="list-style-type: none"> • 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. 		
<p>14° June 24th - 29th</p>	<p>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</p> <p>Mandatory reading Kotabe, M., & Helsen, K. <i>Global Marketing Management</i>. 7th edition Chap. 18 pp. 548-576</p>	<p>Unit Test # 2 (From 5.1 Country Selection to 8.7 Communication Strategies for emerging markets)</p> <p>Group Case Study Discussion: Tata Nano – The Model T for the Twenty-First Century</p> <p><i>Newsflash</i></p>

15° July 01st – 06th	INTERNATIONAL MARKETING PLAN - PROJECT PRESENTATIONS & FINAL SUBMISSION	20 min. max. per group International Marketing Plan
16° July 08th – 13th	FINAL EXAM	

VIII References

Required Reading:

- Czinkota, M. & Ronkainen, I. (2013). Marketing Internacional (10th. Ed.) México: Cengage Learning
- Kotabe, M., & Helsen, K. (2016). Global Marketing Management (7th Ed.) NJ: Wiley

Further Reading:

- Bradley, F. & Calderón, H. (2006). Marketing Internacional, Madrid: Pearson Educación.
- Luthans, F.; & Doh, J. (2015). International Management. Culture, Strategy, and Behavior. (9th Ed.) United States: McGrawHill
- Milichovsky, F., & Simberova, I. (2015). Marketing Effectiveness: Metrics for Effective Strategic Marketing. Engineering Economics, 26(2), 211-219.
- W. Stewart, D. (2009). Marketing accountability: Linking marketing actions to financial results
- United Nations. (2010). Rethinking Poverty: Report on the world social situation 2010. New York: United Nations Publications.
<http://www.un.org/esa/socdev/rwss/docs/2010/fullreport.pdf>

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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