



Course Syllabus Marketing Global

August – December 2021-2

Term VII

Professor

Marco Ríos Pita

I. Main features of the course

Course:	Marketing Global		
Requirement:	Posicionamiento y Segmentación	Code:	00947
Previous Knowledge:	Investigación de mercados II, Investigación de operaciones, Gestión de proyectos y Lanzamiento de productos.	Quarter:	2021-2
Credits:	3	Term:	VII
Week hours:	4	Course modality:	Remote-Synchronous
Type of course:	Curso Obligatorio	Course Coordinator:	Yolanda Valle Velasco yvalle@esan.edu.pe
Career(s)	Administración y Marketing Economía y Negocios Internacionales		

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.

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 (40%) Final Report (60%)	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. Course contents

WEEK	CONTENTS	ASSIGNMENTS / EVALUATIONS
<p>LEARNING UNIT I: 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>Weeks 1, 2, 3</p>		
<p>1°</p> <p>August 23rd – 28th</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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th 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</p> <p><i>Newsflash</i></p>
<p>2°</p> <p>August 30th to September 04th</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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th 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. Global Marketing Management. 8th 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</p> <p><i>Newsflash</i></p>
<p>3°</p> <p>September 06th – 11th</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</p>	<p>Group Case Study Discussion: Matsushita (Panasonic) and Japan's Changing Culture</p> <p><i>Newsflash</i></p>

	1.14 Consumer behavior within different cultural environments	
	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 4 pp. 93-124	
<p>LEARNING UNIT II: BUSINESS INTELLIGENCE TOOLS FOR THE ELABORATION OF A GLOBAL MARKETING STRATEGY</p> <p>LEARNING OUTCOME:</p> <ul style="list-style-type: none"> Elaborate and support a comprehensive marketing plan while using global marketing and management tools. <p>Week 4</p>		
4 ^o September 13 th – 18 th	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	<p>Group Business Case #2 hand out: Samsung Electronics Co.: Global Marketing Operations</p> <p>Discussion Questions: Global Marketing Research. Kotabe/Helsen. Global Marketing Management. 8th edition Chap.6 pp.219</p> <p><i>Newsflash</i></p>
	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 6 pp. 174-203 Czinkota/Ronkainen. Marketing Internacional Chap. 8 pp.235-265	
<p>LEARNING UNIT III: SEGMENTATION, POSITIONING AND THE DEVELOPMENT OF A GLOBAL MARKETING STRATEGY</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. Analyze the required information to decide on the introduction and development of products and services in global markets. <p>Weeks 5, 6</p>		
5 ^o September 20 th – 25 th	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	<p>Group Case Study Discussion: Marketing to Older Adults: Finding the right message Coach – Selling Handbags Overseas Crocs: Love them, hate them</p> <p>Reading Quiz # 2 Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 4 pp. 93-124</p> <p><i>Newsflash</i></p>
	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 7 pp. 204-229	

<p>6°</p> <p>September 27th to October 02nd</p>	<p>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</p> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 8 pp. 233-270</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>LEARNING UNIT IV: THE ROLE OF INTERNET AND SOCIAL MEDIA FOR GLOBAL MARKETING</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. Elaborate and support a comprehensive marketing plan while using global marketing and management tools. <p>Week 7</p>		
<p>7°</p> <p>October 04th – 09th</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> <hr/> <p>Czinkota/Ronkainen. Marketing Internacional Chap 16 pp. 547 – 569 Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 19 pp. 577-602</p>	<p>1 report: International Business Plan</p> <p>Group Case Study Discussion: GM and Ford’s Pursuit of different benefits from Global Marketing P&G: We’re also Chinese</p> <p><i>Newsflash</i></p>
<p>8°</p> <p>October 11th – 16th</p>	<p>MIDTERM EXAM</p>	
<p>LEARNING UNIT V: ANALYSIS & MARKET SELECTION AND GLOBAL ENTRY MODE STRATEGIES</p> <p>LEARNING OUTCOME:</p> <ul style="list-style-type: none"> Create and apply entry-mode and development strategies to compete in foreign markets. <p>Weeks 9, 10</p>		

<p>9°</p> <p>October 18th – 23rd</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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th 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. Global Marketing Management. 8th edition Chap.9 pp.304</p> <p><i>Newsflash</i></p>
<p>10°</p> <p>October 25th - 30th</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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 9 pp. 281-307</p>	<p>Reading Quiz # 3 Kotabe/Helsen. Global Marketing Management. 8th 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 VI: GLOBAL PRODUCT AND SERVICES POLICIES IN A GLOBAL ENVIRONMENT</p> <p>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>Week 11</p>		
<p>11°</p> <p>Novemb er 02nd – 06th</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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th 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>

LEARNING UNIT VII: GLOBAL LOGISTICS AND MARKETING METRICS

LEARNING OUTCOME:

- 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.

Weeks 12, 13

<p>12°</p> <p>November 08th – 13th</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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 15 pp. 457-496 Czinkota/Ronkainen. Marketing Internacional 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°</p> <p>November 15th – 20th</p>	<p>7.7 Typology of performance assessed 7.8 Typology of measures adopted 7.9 Control system of assessing performance</p> <hr/> <p>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.</p>	<p>Reading Quiz # 4 Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 16 pp. 271-307</p> <p>2nd report: International Marketing Plan</p> <p><i>Newsflash</i></p>

LEARNING UNIT VII: 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.

Week 14

<p>14°</p> <p>November 22nd – 27th</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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th 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° Novemb er 29 th to Decemb er 04 th	INTERNATIONAL MARKETING PLAN - PROJECT PRESENTATIONS & FINAL SUBMISSION	20 min. max. per group International Marketing Plan
16° Decemb er 06 th – 11 th	FINAL EXAM	

VIII. References

Required Reading:

- Czinkota, M. & Ronkainen, I. (2019). Marketing Internacional (11th. ed.) México: Cengage Learning
- Kotabe, M., & Helsen, K. (2020). Global Marketing Management (8th 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. Professor

Marco Ríos Pita
mriospita@esan.edu.pe