



Course Syllabus

Global Marketing

March – July 2024

VIII Term (Administración y Marketing)

X Term (Economía y Negocios Internacionales)

Professor:

MSc. Rios Rivero, Flor

I. Course main features

Course:	Global Marketing		
Requirement:	Posicionamiento y Segmentación	Code:	10239
Previous knowledge:	140 Créditos aprobados, Investigación de mercados II, Investigación de operaciones, Gestión de proyectos y Lanzamiento de productos.	Quarter:	2024-1
Credits:	3	Term:	VIII
Week hours:	4	Course modality:	Face to face
Career(s)	Administración y Marketing	Course Coordinator:	Yolanda Valle Velasco

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.

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.
- Elaborate and support a comprehensive marketing plan while using global marketing and business intelligence tools.
- 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.
- Analyze policies to decide on the introduction and development of products and services in global environments.
- Comprehend the relevance of Global Supply Chain Management as an integrating function within multinational companies.
- Identify the opportunities and challenges of marketing strategies, and their impact on emerging markets, considering the factors that influence them.

V. Methodology

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

The professor will act as a “teacher-facilitator” and motivate discussion and information exchange 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 to have first-hand experience on how they work and see its day-to-day operations.

A mandatory textbook must be read before every session according to the class schedule. There will also be additional readings to be assigned.

Throughout the course the following activities are done: an entry test, four (4) reading quizzes, four (4) business cases, six case discussions, two (2) unit tests, oral presentations, among others. Each evaluation is administered on the indicated dates and in accordance with the guidelines given in class.

VI. Evaluation

The evaluation system is continuous and comprehensive. The final grade is a result of the average of the continuous evaluation scheme (PEP = 60%) and the summative evaluation (40%).

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.
- Case study discussions & newflash.
- Business cases.
- Unit Tests.
- Intermediate reports and final presentation of the International Marketing Plan.
- Individual participation in class.
- Attendance and punctuality at the class sessions.

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

CONTINUOUS EVALUATION SCHEME (PEP) 60%		
Evaluation Mode	Description	Weight (%)
Diagnostic test	Entry test	0%
Individual Reading Quizzes	4 Reading Quizzes	10%
Team Project	Written Reports (40%) 1 st Report (20%) 2 nd Report (20%) Final Report (60%)	30%
	Final Presentation (60%) Team Project Presentation – ppt (30%)	

	Individual Oral Presentation (70%)	
Unit Tests	2 Unit Tests	30%
Business Cases	4 group business cases	20%
Other Assessments	<ul style="list-style-type: none"> • Group Case Study Discussions • Newsflash • Individual class participation • Attendance & Punctuality 	10%

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

$$PF = (0,60 \times EF) + (0,40 \times ES)$$

Where:

PF = Final average grade

Formative Evaluation (EF) 60%:

PEP = Continuous evaluation average

Summative evaluation (ES) 40%: the average of:

EP = Midterm Exam

EF = Final Exam

The final grade is a result of the average permanent assessment average (60%), Midterm exam (20%), Final exam (20%).

$$PF = (0,60 \times PEP) + (0,20 \times EP) + (0,20 \times EF)$$

VII. Course contents

WEEK	CONTENTS	ASSIGNMENTS / EVALUATIONS
LEARNING UNIT I: GLOBAL MARKETING FUNDAMENTALS AND CHALLENGES LEARNING OUTCOME: <ul style="list-style-type: none"> Identify the opportunities and challenges of globalization, and their impact on international markets. 		
Weeks 1, 2, 3		
1° From March 21 to 27	Global Marketing Fundamentals 1.1 The Globalization Imperative 1.2 Globalization of markets: convergence and divergence 1.3 Evolution of Global Marketing 1.4 International Business, International Trade and the Multinational Companies Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 1 pp. 1-31	Course Introduction Personal presentation and description of course topics and evaluation system Team Project Explanation of International Marketing Plan Diagnostic test (March 25/27, 2024)
2° From April 01 to 06	Economic Environment 1.5 Economic Environment: 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 Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 2 pp. 32-60	Reading Quiz #1 Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 1 pp. 25-31 (Apr. 5-7, 2024) Group Case Study Discussion #1: Soccer and the fashion world W. Keegan & M. Green (2013). Global Marketing, 7th edition. pp. 100, 124 (Apr. 6, 2024)
3° From April 08 to 13	Social, Cultural, Political and Legal Environment 1.9 Social & Cultural Environments: Elements of Culture 1.9.1 Comparisons between cultures 1.9.2 Cultural adaptation 1.9.3 Marketing mix related to cultural factors 1.9.4 Cultural organization 1.9.5 Consumer behavior within different cultural environments 1.10 Political & Legal Environments Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 4 pp. 93-124	<i>Newsflash</i> Session: Feedback International Marketing Plan Group Business Case #1 handout: Louis Vuitton in Japan Submission & Oral presentation (Apr. 13, 2024)

LEARNING UNIT II: RESEARCHING GLOBAL MARKETS

LEARNING OUTCOME:

- Recognize the potential and difficulties associated with market research in a global setting.

Week 4

<p>4° From April 15 to 20</p>	<p>Global Marketing Research 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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 6 pp. 174-203 Czinkota/Ronkainen. Marketing Internacional Chap. 8 pp.235-265</p>	<p><i>Newsflash</i></p> <p>Group Business Case #2 handout: Samsung Electronics Co.: Global Marketing Operations Submission & Oral presentation (Apr. 20, 2024)</p> <p>Reading Quiz # 2 Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 4 pp. 119-129 (Apr. 19-21, 2024)</p>
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LEARNING UNIT III: SEGMENTATION, TARGETING, POSITIONING AND THE DEVELOPMENT OF A GLOBAL MARKETING STRATEGY

LEARNING OUTCOME:

- Analyze the required information to decide on the introduction and development of products and services in global markets.

Week 5, 6

<p>5° From 22 to 27 de April</p>	<p>Segmentation, Targeting, Positioning 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> <hr/> <p>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 7 pp. 204-243</p>	<p><i>Newsflash</i></p> <p>Unit Test # 1 From 1.1 to 2.4.2 (Apr. 27, 2024)</p>
<p>6° From April 29 to May 04</p>	<p>Global Marketing Strategy 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>	<p>Group Case Study Discussion #2: Coach – Selling Handbags Overseas Crocs: Love them, hate them Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 7 pp. 244-246 (Apr. 26/May 4, 2024)</p>

	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 8 pp. 249-284	1st report: International Marketing Plan (May 4, 2024)
LEARNING UNIT IV: THE ROLE OF THE INTERNET IN GLOBAL MARKETING LEARNING OUTCOME: <ul style="list-style-type: none"> Identify the opportunities and challenges of the Internet to elaborate and support a comprehensive international marketing plan 		
Week 7		
7° From May 06 to 11	Global Internet Marketing 4.1 Barriers to Global Internet Marketing 4.2 Global internet consumers 4.3 Global Integrated vs Locally Responsive internet marketing strategies 4.4 Marketing mix and the internet Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 19 pp. 626-652 Czinkota/Ronkainen. Marketing Internacional Chap 16 pp. 547 – 569	<i>Newsflash</i> Group Business Case #3 handout: Under Armour’s willfull digital moves Submission & Oral presentation (May 11, 2024)
8° From May 13 to 18	MIDTERM EXAM THE STUDENT WILL TAKE THE MIDTERM EXAM AT UNIVERSITY CAMPUS (May 15, 2024)	
LEARNING UNIT V: MARKET CHOICE AND GLOBAL MARKET ENTRY STRATEGIES LEARNING OUTCOME: <ul style="list-style-type: none"> Create and apply entry-mode and development strategies to compete in foreign markets. 		
Weeks 9, 10		
9° From May 20 to 25	Analysis & Market Selection 5.1 Country Selection 5.2 Systematic selection of international markets 5.3 Scale of Entry 5.4 Choosing the Mode of Entry Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 9 pp. 271-280 Bradley/Calderon. Marketing Internacional 5 th edition. Chap. 12 pp.241 – 259	<i>Newsflash</i> Group Case Study Discussion #3: McDonald’s in China Fonterra engulfed in China’s Tainted Milk Crisis (May 20/22, 2024) Reading Quiz # 3 Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 9 pp. 300-324 (May 24-26, 2024)
10° From May 27 to June 01	Market Mode of Entry 5.5 Exporting (direct and indirect) 5.6 Licensing 5.7 Franchising	<i>Newsflash</i> Group Business Case #4 handout: Walmart around the World

	<p>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>Submission & Oral presentation (Jun. 1, 2024)</p>
	<p>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 9 pp. 281-324</p>	
<p>LEARNING UNIT VI: GLOBAL PRODUCT AND SERVICE POLICIES IN A GLOBAL ENVIRONMENT LEARNING OUTCOME:</p> <ul style="list-style-type: none"> Analyze policies to decide on the introduction and development of products and services in global environments. <p>Week 11</p>		
<p>11° From June 03 to 08</p>	<p>Policies in a Global Environment 6.1 Global Product & Service Strategies 6.2 Standardization vs Customization 6.3 Multinational Diffusion 6.4 Developing New Products for Global Markets 6.6 Global Branding Strategies 6.6 Management of Multinational Product Lines 6.7 Global Marketing of Services</p> <p>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 10 pp. 330-363 & Chap. 11 pp. 360 - 389</p>	<p><i>Newsflash</i></p> <p>Group Case Study Discussion #4: Lexus in Europe: A bumpy ride (Jun. 3/5, 2024)</p> <p>2nd report: International Marketing Plan (Jun. 9, 2024)</p>
<p>LEARNING UNIT VII: GLOBAL MARKETING AND THE GLOBAL SUPPLY CHAIN LEARNING OUTCOME:</p> <ul style="list-style-type: none"> Comprehend the relevance of Global Supply Chain Management as an integrating function within multinational companies. <p>Weeks 12, 13</p>		
<p>12° From June 10 to 15</p>	<p>Global Supply Chain 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>Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 16 pp. 498-634</p>	<p>Group Case Study Discussion #5: Dell: Surviving a logistical nightmare (Jun. 10/12, 2024)</p> <p>Unit Test # 2 From 3.1 to 6.7 (Jun. 15, 2024)</p>
<p>13° From June 17 to 22</p>	<p>Marketing Metrics 7.7 Basic metrics 7.8 Traditional Media Metrics</p>	<p><i>Newsflash</i></p> <p>Reading Quiz # 4</p>

	7.9 Digital Media Metrics 7.10 Email Marketing 7.11 Social Media Metrics	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 10 pp. 342-353 (Jun. 21-23, 2024)
	Milichovsky, F., & Simberova, I. (2016). 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.	
LEARNING UNIT VIII: MARKETING STRATEGIES FOR EMERGING MARKETS LEARNING OUTCOME: <ul style="list-style-type: none"> Identify the opportunities and challenges of marketing strategies, and their impact on emerging markets, considering the factors that influence them. 		
Week 7		
14° From June 24 to 28	Emerging Markets 7.1 Emerging Markets 7.2 Targeting/Positioning strategies in emerging markets – BOP (base of the Pyramid) 7.3 Entry Strategies for emerging markets 7.4 Product Policy 7.6 Pricing Strategy 7.6 The Distribution Challenge 7.7 Communication Strategies for emerging markets	<i>Newsflash</i> Group Case Study Discussion #6: Barbie goes to China Tata Nano – The Model T for the Twenty-First Century Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 18 pp.623-624 (Jun. 24/26, 2024)
	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 18 pp. 697-622	
16° From July 01 to 06	TEAM PROJECT: INTERNATIONAL MARKETING PLAN Final Submission & Presentations	Final report: Submission of completed International Marketing Plan (Jul. 1, 2024) Oral presentation: 20 min. max. per group (Jul. 1/3-6, 2024)
16° From July 08 to 13	FINAL EXAM THE STUDENT WILL TAKE THE FINAL EXAM AT UNIVERSITY CAMPUS (Jul. 10, 2024)	

VIII. Bibliography

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:

- Hollensen, S. (2020). Global Marketing (8th ed.) London: Pearson
- Keegan, W. & Green, M. (2019). Global Marketing (10th ed.) New Jersey: Pearson
- Luthans, F.; & Doh, J. (2016). International Management. Culture, Strategy, and Behavior. (9th ed.) United States: McGrawHill
- Milichovsky, F., & Simberova, I. (2016). Marketing Effectiveness: Metrics for Effective Strategic Marketing. Engineering Economics, 26(2), 211-219.
- Stewart, D. W. (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

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