



# **Course Syllabus**

## **Global Marketing**

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**March – July 2025**

**VIII Term (Administración y Marketing)**

**X Term (Economía y Negocios Internacionales)**

**Professor:**

**MSc. Rios Rivero, Flor**

## I. Course main features

<b>Course:</b>	Global Marketing		
<b>Requirement:</b>	Posicionamiento y Segmentación	<b>Code:</b>	10239
<b>Previous knowledge:</b>	140 Créditos aprobados, Investigación de mercados II, Investigación de operaciones, Gestión de proyectos y Lanzamiento de productos.	<b>Quarter:</b>	2025-1
<b>Credits:</b>	3	<b>Term:</b>	VIII X
<b>Week hours:</b>	4	<b>Course modality:</b>	Face to face
<b>Career(s)</b>	Administración y Marketing	<b>Course Coordinator:</b>	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

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The course requires the active participation of the students. 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, four (4) case study discussions, two (2) unit tests, midterm exam, team project, oral presentations, among others. Each evaluation is administered on the indicated dates and in accordance with the guidelines given in class.

## VI. Evaluation

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The evaluation system is continuous and comprehensive. The final grade is a result of the average of the continuous evaluation scheme (70%) and final exam (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.
- Case study discussions.
- Business cases.
- Unit Tests.
- Midterm exam.
- Newsflash.
- 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:

<b>CONTINUOUS EVALUATION SCHEME (PEP) 70%</b>		
<b>Evaluation Mode</b>	<b>Description</b>	<b>Weight (%)</b>
Diagnostic test	Entry test	<b>0%</b>
Individual Reading Quizzes	4 Reading Quizzes	<b>10%</b>
Team Project	Written Reports (40%) 1 <sup>st</sup> Report (20%) 2 <sup>nd</sup> Report (20%) Final Report (60%)	<b>15%</b>

	<b>Final Presentation (60%)</b> Team Project Presentation – ppt (20%) Team Project Presentation – dynamic (20%) Individual Oral Presentation (60%)	
Midterm Exam	<b>Midterm Exam</b> (The exam takes place during class hours)	<b>20%</b>
Unit Tests	2 Unit Tests	<b>20%</b>
Business Cases	4 group business cases	<b>15%</b>
Case Studies	4 group case study discussions	<b>10%</b>
Other Assessments	<ul style="list-style-type: none"> <li>Newsflash</li> <li>Individual class participation</li> <li>Attendance &amp; Punctuality</li> </ul>	<b>10%</b>

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

$$PF = (0,70 \times PEP) + (0,30 \times EF)$$

**Where:**

PF = Final average grade

PEP = Continuous evaluation average

EF = Final Exam

## VII. Course contents

WEEK	CONTENTS	ASSIGNMENTS / EVALUATIONS
<b>LEARNING UNIT I: GLOBAL MARKETING FUNDAMENTALS AND CHALLENGES</b> <b>LEARNING OUTCOME:</b> <ul style="list-style-type: none"> <li>Identify the opportunities and challenges of globalization, and their impact on international markets.</li> </ul>		
<b>Weeks 1, 2, 3</b>		
<b>1°</b>  From March 17 to 22	<b>Global Marketing Fundamentals</b> 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 <sup>th</sup> edition Chap. 1 pp. 1-31	<b>Course Introduction</b> Personal presentation and description of course topics and evaluation system  <b>Team Project</b> Explanation of International Marketing Plan  <b>Diagnostic test</b> (March 22-25, 2025)
<b>2°</b>  From March 24 to 29	<b>Economic Environment</b> 1.5 Economic Environment: Impact on the microeconomic variables 1.6 Competitiveness of countries: Comparative & Competitive advantages	<b>Reading Quiz #1</b> Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 1, pp. 25-31 (March 28-30, 2025)

	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 <sup>th</sup> edition Chap. 2 pp. 32-60	<b>Group Case Study Discussion #1:</b> "Monica and Friends": the challenge to internationalize" Emerald Emerging Markets Case Studies, Vol. 7 No. 2 (March 29, 2025)
<b>3°</b> From March 31 to April 05	<b>Social, Cultural, Political and Legal Environment</b> 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 <sup>th</sup> edition Chap. 4 pp. 93-124	<i>Newsflash</i> <b>Session:</b> Feedback International Marketing Plan  <b>Group Business Case #1 handout:</b> "Uber technologies Inc.: re-entering the South Korean Taxi hailing service after the eviction" Emerald Emerging Markets Case Studies, Vol. 8 No. 1. Submission & Oral presentation (Apr. 05, 2025)
<b>LEARNING UNIT II: RESEARCHING GLOBAL MARKETS</b> <b>LEARNING OUTCOME:</b> <ul style="list-style-type: none"> <li>Recognize the potential and challenges associated with market research in a global setting.</li> </ul> <b>Week 4</b>		
<b>4°</b> From April 07 to 12	<b>Global Marketing Research</b> 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 Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 6 pp. 174-203 Czinkota/Ronkainen. Marketing Internacional Chap. 8 pp.235-265	<i>Newsflash</i>  <b>Group Business Case #2 handout:</b> Teepack Spezialmaschinen GmbH S.Hollensen (2020). Global Marketing, 8th edition. pp. 196-197 Submission & Oral presentation (Apr. 12, 2025)  <b>Reading Quiz # 2</b> Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 4 pp. 119-130 (Apr. 11-13, 2025)
<b>LEARNING UNIT III: SEGMENTATION, TARGETING, POSITIONING AND THE DEVELOPMENT OF A GLOBAL MARKETING STRATEGY</b> <b>LEARNING OUTCOME:</b> <ul style="list-style-type: none"> <li>Analyze the required information to decide on the introduction and development of products and services in global markets.</li> </ul> <b>Week 5, 6</b>		

<div>5°</div> <div>From April 14 to 16</div>	<div><b>International Market Segmentation, Targeting, Positioning</b> 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</div> <div>Kotabe/Helsen. Global Marketing Management. 8<sup>th</sup> edition Chap. 7 pp. 204-243</div>	<div>Newsflash</div>
<div>6°</div> <div>From April 21 to 26</div>	<div><b>Global Marketing Strategy</b> 3.7 Information Technology and Global Competition 3.8 Global Strategy 3.9 Global Marketing Strategy 3.10 R&amp;D, Operations, and Market Interfaces 3.11 Regionalization of Global Marketing Strategy 3.12 Competitive Analysis</div> <div>Kotabe/Helsen. Global Marketing Management. 8<sup>th</sup> edition Chap. 8 pp. 249-284</div>	<div><b>Unit Test # 1</b> From 1.1 to 2.4.2 (Apr. 26, 2025)</div> <div><b>1st report:</b> International Marketing Plan (Apr. 27, 2025)</div>
<div><b>LEARNING UNIT IV: THE ROLE OF THE INTERNET IN GLOBAL MARKETING</b></div> <div><b>LEARNING OUTCOME:</b><ul style="list-style-type: none"><li>Identify the opportunities and challenges of the Internet to elaborate and support a comprehensive international marketing plan</li></ul></div>		
<div>Week 7</div>		
<div>7°</div> <div>From April 28 to May 03</div>	<div><b>Global Internet Marketing</b> 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</div> <div>Kotabe/Helsen. Global Marketing Management. 8<sup>th</sup> edition Chap. 19 pp. 626-652 Czinkota/Ronkainen. Marketing Internacional Chap 16 pp. 547 – 569</div>	<div>Newsflash</div> <div><b>Group Business Case #3 handout:</b> Africa 3.0 M. Green &amp; W. Keegan. (2020) Global Marketing, 10th edition. pp. 518-520 Submission &amp; Oral presentation (May 03, 2025)</div>
<div>8°</div> <div>From May 05 to 10</div>	<div><b>MIDTERM EXAM</b> <b>THE STUDENT WILL TAKE THE MIDTERM EXAM AT UNIVERSITY CAMPUS</b> (May 10, 2025)</div>	
<div><b>LEARNING UNIT V: MARKET CHOICE AND GLOBAL MARKET ENTRY STRATEGIES</b></div> <div><b>LEARNING OUTCOME:</b><ul style="list-style-type: none"><li>Create and apply entry-mode and develop strategies to compete in foreign markets.</li></ul></div>		

Weeks 9, 10		
9°  From May 12 to 17	<b>Analysis &amp; Market Selection</b> 5.1 Country Selection 5.2 Systematic selection of international markets 5.3 Scale of Entry 5.4 Choosing the Mode of Entry	<i>Newsflash</i>  <b>Group Case Study Discussion #2:</b> Rolex: the luxury watch maker is facing increasing competition in the world market S. Hollensen (2020). Global Marketing, 8th edition. pp. 308-310 (May 17, 2025)  <b>Reading Quiz # 3</b> Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition. Chap. 9, pp. 300-324 (May 16-18, 2025)
	Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 9 pp. 271-280 Bradley/Calderon. Marketing Internacional 5 <sup>th</sup> edition. Chap. 12 pp.241 – 259	
10°  From May 19 to 24	<b>Market Mode of Entry</b> 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	<i>Newsflash</i>  <b>Group Business Case #4 handout:</b> "Auntie Anne's: searching for the right recipe for China" Emerald Emerging Markets Case Studies, Vol. 8 No. 3 Submission & Oral presentation (May 24, 2025)
	Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 9 pp. 281-324	
<b>LEARNING UNIT VI: GLOBAL PRODUCT AND SERVICE POLICIES IN A GLOBAL ENVIRONMENT</b> <b>LEARNING OUTCOME:</b> <ul style="list-style-type: none"><li>Analyze policies to decide on the introduction and development of products and services in global environments.</li></ul>		
Week 11		
11°  From May 26 to 31	<b>Policies in a Global Environment</b> 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	<i>Newsflash</i>  <b>Group Case Study Discussion #3:</b> Danish Klassic: launch of a cream cheese in Saudi Arabia S. Hollensen (2020). Global Marketing, 8th edition. pp. 501-504 (May 31, 2025)  <b>2<sup>nd</sup> report:</b> International Marketing Plan (Jun. 01, 2025)
	Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 10 pp. 330-363 & Chap. 11 pp. 360 – 389	

**LEARNING UNIT VII: GLOBAL MARKETING AND THE GLOBAL SUPPLY CHAIN**
**LEARNING OUTCOME:**

- Comprehend the relevance of Global Supply Chain Management as an integrating function within multinational companies.

**Weeks 12, 13**

<b>12°</b>  From June 02 to 06	<b>Global Supply Chain</b> 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 Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 16 pp. 498-634	<i>Newsflash</i>  <b>Reading Quiz # 4</b> Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition, Chap. 10, pp. 330-390 and Chap. 15 pp. 498-539 (June 04-06, 2025)
<b>13°</b>  From June 09 to 14	<b>Marketing Metrics</b> 7.7 Basic metrics 7.8 Traditional Media Metrics 7.9 Digital Media Metrics 7.10 Email Marketing 7.11 Social Media Metrics Milichovsky, F., & Simberova, I. (2016). Marketing Effectiveness: Metrics for Effective Strategic Marketing. Engineering Economics, 26(2), 211-219.	<i>Newsflash</i>  <b>Unit Test # 2</b> From 3.1 to 6.7 (June 14, 2025)

**LEARNING UNIT VIII: MARKETING STRATEGIES FOR EMERGING MARKETS**
**LEARNING OUTCOME:**

- Identify the opportunities and challenges of marketing strategies, and their impact on emerging markets, considering the factors that influence them.

**Week 14**

<b>14°</b>  From June 16 to 21	<b>Emerging Markets</b> 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 Kotabe/Helsen. Global Marketing Management. 8 <sup>th</sup> edition Chap. 18 pp. 697-622	<i>Newsflash</i>  <b>Group Case Study Discussion #4:</b> AB InBev and SABMiller: A Match Made in (Beer) Heaven? M. Green & W. Keegan. (2020) Global Marketing, 10th edition. pp. 296/319-320 (June 21, 2025)
<b>15°</b>  From June 23 to 28	<b>TEAM PROJECT: INTERNATIONAL MARKETING PLAN</b> Final Submission & Presentations	<b>Final report:</b> Submission of completed International Marketing Plan (June 24/26, 2025)



		<b>Oral presentation:</b> 20 min. max. per group (June 24/26/28, 2025)
<b>16°</b>  From June 30 to July 05	<b>FINAL EXAM</b>  <b>THE STUDENT WILL TAKE THE FINAL EXAM AT UNIVERSITY CAMPUS</b> (July 05, 2025)	

## VIII. Bibliography

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### Required Reading:

- Czinkota, M. & Ronkainen, I. (2019). Marketing Internacional (11th. ed.) México: Cengage Learning
- Kotabe, M., & Helsen, K. (2020). Global Marketing Management (8<sup>th</sup> ed.) NJ: Wiley

### Further Reading:

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

## IX. Professor

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