
MKTG 770-01: Global Marketing Tentative Syllabus Fall 2017

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There are no national frontiers to learning.
Japanese Proverb

Course Overview

A recent HSBC print ad captures the essence of global marketing. The headline above a series of Russian nested dolls reads, "In the future, there will be no markets left waiting to emerge." In HSBC's view, old ways of classifying countries, such as "emerging" versus "developed," will become increasingly meaningless. Markets will be defined by their mix of strategic opportunities in light of firm and market resource scarcity. The current global recession highlights not only the dynamic nature of all markets but also the rapidity with which market opportunities can become strategic liabilities. Global marketers will be instrumental in guiding companies through these uncertain times. This course aims to provide you with both the knowledge *and* the tools to make, sound global marketing decisions.

The course will look at the application of the core marketing functions within a global context. While all marketing functions are timeless (e.g., segmenting, positioning, targeting, developing a marketing mix, understanding consumer behavior, etc.), each function changes in the context of global decision making. The moment a company decides to market its products and services in a foreign country, marketing management issues become much more complex. A subsidiary course aim is to help you understand the complexities and tradeoffs that occur when making these decisions. The course will highlight some of these differences through an emphasis on emerging/dynamic markets.

Since everyone in class has already had a marketing course (right?), our focus will be managerial. We will ask and answer the following questions:

- How does a global marketing manager identify and evaluate global opportunities?
- What problems must a global marketing manager resolve in the design and implementation of marketing programs if these programs are to be successful?
- How does country culture influence marketing strategy and tactics?
- How does a global mindset help managers find and develop global opportunities?

Learning Objectives

- 1) To gain a conceptual view of global marketing
- 2) To formulate effective global marketing strategies
- 3) To understand how the traditional marketing mix fits into global marketing efforts
- 4) To explore the challenges of marketing to base-of-the-pyramid consumers
- 5) To sharpen our critical thinking and writing skills through case study and analysis

Our course supports the broad goals of the Brennan School of Business to:

- 1) **Appreciate the ethical foundation of effective long-run business decisions and promote social responsibility in managerial decision making** – this will be accomplished through case analysis and the course focus on base of the pyramid consumers;
- 2) **Communicate effectively in written and verbal forms** – this will be achieved through class participation and case writing;
- 3) **Utilize technology and electronic learning effectively** – this will be achieved through the continuous use of Blackboard in the course; though the use of Powerpoint presentations and access to databases;
- 4) **Become critical thinkers** – this will be accomplished through class discussion and case analysis.

The course is anchored round three major projects, each of which as a specific learning goal:

A detailed **consumer goods packaging and branding analysis** → to gain insight into the packaging and branding challenges a global company, faces as it markets a standardized product globally

One **case write-up** → to demonstrate your understanding of global marketing theory through current, topical events

A global marketing plan for foreign **market entry** → to integrate all of the course's main themes within the logical first step efforts of firms wanting to market their product(s) internationally; this is a team activity

Course objectives

By semester's end, students will be able to

- 1) Analyze the trade-offs between standardized and localized global marketing programs
- 2) Illustrate the importance of cultural understanding in global marketing
- 3) Compare the risks and rewards associated with different market entry strategies
- 4) Conduct a country/market opportunity analysis
- 5) Make the business case for targeting base-of-the-pyramid consumers

Textbook

None

In place of a textbook, we have a series of readings. The readings are of various types: There are cases, research articles, chapters from textbooks and a chapter from a popular, nonfiction book, *The Geography of Bliss*. All attempt to illustrate interesting but different aspects of global marketing.

Every reading is posted on Blackboard.

Course Assignments

Case Write-up: Renova	20%
International Market Entry Plan: Natura	30%
Kellogg's Corn Flakes Branding + Packaging Analysis	20%
Executive Digests	15%
Class Participation	15%
TOTAL	100%

Course Calendar (Subject to Change)

	Topic
Week 1	Course Intro Overview Global Marketing Framework
Week 2	Labor Day No Class
Week 3	Case: Wal-Mart in Germany Reading: Consumer Relationships with brands
Week 4	Reading: The Paradoxes of Global Marketing Communications

	<p>Reading: The Japanese Marketers</p> <p>Reading: Customer Satisfaction (Japan)</p>
Week 5	<p>Reading: International Marketing at the Interface of the Alluring Global and Comforting Local</p> <p>Reading: Bhutan from Geography of Bliss</p>
Week 6	<p>Case: Nestle: El Dulce Negocios</p> <p>Reading: Cultural Influences on Buyer Behaviour (South Africa)</p> <p>Reading: Personality and Psychographics (South Africa)</p>
Week 7	<p>Reading: Reexamining the Classification of Market Knowledge: The 30 Year History of the Diaper Wars in Japan</p>
Week 8	<p>Case: Mobile Banking for the World's Poor: Vodafone in Africa</p> <p>Reading: Shanzhai as a Weak Brand in Contemporary China Marketing</p>
Week 9	<p>Case: Kuat in Brazil</p> <p>Case: Woolworths Multidimensional marketing: A good business journey</p>
Week 10	<p>Reading: Muslim Consumer Behavior</p> <p>Reading: Islamic Pricing Practices</p>
Week 11	<p>Case: Li Ning</p> <p>Reading: Emerging brands: The Case of China</p>
Week 12	<p>Reading: Understanding the Rural Economy</p> <p>Reading: Distribution Strategy (Rural Markets)</p> <p>Case: Kaskazi Network Ltd. Distributing to the Base of the Pyramid</p>
Week 13	<p>Case: Kodak Franchising</p> <p>Reading: Demand Attributes and Market Segmentation: An Evaluation of Refrigerator Purchase Behavior in Rural China</p>
Week 14	<p>Case: Citi Golf 1984-2009</p> <p>Reading: Indonesian Advertising</p>
Week 15	<p>Course Wrap-up</p>