

National University of Singapore
NUS Business School
Department of Marketing

MKT 2412 Global Marketing

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Office Hours: Virtual and by appointment

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COURSE OBJECTIVES

Global marketing as an art and a science is an area of increasing importance to corporations, non-profit organizations, institutions and governments the world over. To success in business today, one must develop a global perspective with a clear marketing mindset. The essence of marketing is communications. Effective marketing requires having empathy for one's target audience, or stakeholders, from company employees to customers to partners to investors. Global marketing, therefore, requires developing an understanding not only of the various regions and markets of the world, but also, an awareness and appreciation for the distinctive characteristics of consumers, corporate buyers, employees and other partners in each individual locale. Balancing the need to consider these local idiosyncratic differences with the requisite consistency of a global brand image lies at the heart of the global marketing challenge.

Because of the many components in marketing, conducting it on a global scale involves having to work with different levels of economic, educational, infrastructural, legal, political and cultural development. While marketing globally adds exponential complexity to the task of marketing, this indispensable function often defines continual success of a corporation and its brands. Thriving corporations have learned to devote resources to maximize opportunities offered by growing economies while minimizing risks and exposures to economies undergoing crises. Effective global marketing provides corporations with the ability to expand markets while diversifying risks.

This course will explore the global marketing environment, study the global consumer and corporate buyer and examine and various components of marketing,

from product development to pricing before evaluating the present and future challenges in marketing. The objective of the course is to help participants develop a global marketing mindset with the provision of tools for actual implementation and operation.

The course will be delivered through a combination of readings, class discussions, case analyses, video presentations, guest speakers, and a final marketing project where you will work in a team to produce a marketing plan to launch a product to a foreign, regional market.

This course is designed for students to learn more about marketing in a global context. A global mindset has the capacity to

- Discern the major geopolitical and cultural trends affecting global marketing;
- Identify opportunities in the changing political and economic environment;
- Understand the importance of consumer behavioral differences in different markets;
- Comprehend the role of marketing research in global marketing and be able to identify appropriate research approaches for solving different information needs in global marketing;
- Recognize advantages, and disadvantages of various entry modes when designing market entry strategies for global firms;
- Appreciate the standardization versus differentiation issue in the design of the marketing mix for global markets;
- Follow up on topical issues plaguing global markets, diagnose these problems, and be creative in suggesting possible solutions to these problems.

COURSE FOCUS

This course will have as a focus, the Asian market, the Asian producer and the Asian consumer and buyer. We will explore global marketing issues with particular emphasis on Asian companies marketing to Asian markets, Asian companies marketing to global markets outside of Asia, and western companies marketing to Asian markets. In addition to case analyses, discussion of cultural as well as geopolitical differences, and ongoing examination of current trends, each team will complete a marketing plan of going-to-market with an Asian perspective, from taking

an Asian product or service to another Asian market, to a non-Asian market, to a non-Asian producer entering the Asian market. Active participation and exchanges by course participants are essential to a productive course.

COURSE FORMAT

This class emphasizes learning by doing. Each of the class sessions will include the following:

1. Presentation and discussion of the subject matter
These presentations are designed to take the subject matter beyond what is covered by your text. Interactive discussions will be encouraged.
2. Case discussions or class problem sets
With the exception of the first and last sessions of the course where introduction and concluding comments of global marketing will be made, each class session will comprise of either a case for analysis, a role-playing game or a problem set to work on in class.
3. Guest speakers
Where appropriate and available, we may have guest speakers invited to speak on the specific topic to share their professional expertise in the different areas of global marketing

ASSESSMENTS

You will be assessed both on individual as well as group work. The grade you will receive on your team project will be weighted based on your team evaluation scores.

Individual component:		55%
Class Participation:	20%	
Tests:	20%	
Individual Assignments	15%	
Team component:		45%
Team Term Project	35%	
○ Team Presentation	15%	
○ Marketing Plan	20%	
Team Assignment	10%	

TESTS

There are 2 one-hour tests in this course. These will be held at two different sessions at the beginning of the class. The tests are designed as learning exercises to assess how much participants have learned. The tests will be predominantly multiple choices and short answers.

CLASS PARTICIPATION

The quality of the learning environment of an interactive, case-driven course is highly dependent on class participation. It is your responsibility to prepare yourself to participate in class discussions by going through the assigned readings and raising questions relating to the course subject matter of the day. While active participation is encouraged, occupying “air time” without offering substantial contribution to the discussion is discouraged.

We all count on each other to make this a healthy, supportive learning environment. With active participation, we can help each other learn not only from the course materials, but also from each other.

More detailed information on each session, including questions to guide readings, case discussions and details on assignment deliverables will be posted on the ivle module site.

INDIVIDUAL ASSIGNMENTS

You are required to be prepared for all assigned cases for class discussion. Of the case discussions, you are to choose one of these cases to prepare a case analysis of less than 5 pages. These case write-ups should be double-spaced with 12-pt Times Roman font. Specific instructions will be given for the case analysis.

You will also be given a final individual assignment that assesses your learning during this semester. This will be a short write-up of marketing knowledge gained throughout the course.

TEAM PROJECT

This project is designed for you to gain practical experience in creating a marketing plan to launch a product/service in a foreign market. The goal of this project is to provide you with the opportunity to work in a team and to pull the resources of each

team member to complete the project. You will be given the opportunity to evaluate the contribution of each team member at two points during the course: a mid-point review so each team members understands how his/her contribution is being perceived by the rest of the team; and a final evaluation at the conclusion of the project. This evaluation mimics the 360 review in the work world.

Real company cases will be arranged and your team will have an opportunity to bid for the case of your choice. These cases involve Asian companies looking to enter other Asian markets, Asian companies looking to enter western markets and western companies looking to enter an Asian market.

Your team is to complete a global marketing plan for the company in question. Detailed instructions of the project will be provided. You will learn how to apply what you learned in the course into a real-world situation as well as how to complete a compelling marketing plan.

A bidding process will be held in class so that each team will be working on a different project so the class benefits from a variety of projects.

Specific check-points throughout the semester are given on the course schedule. These due dates are specified so as to make sure that all team projects are on track.

TEAM ASSIGNMENT

Each team is to choose a topic of interest and present their findings to class. This is an exercise in team presentation. Specific instructions will be given to help each team “market” their ideas to the class.

REQUIRED MATERIALS

Text Book:

International Marketing: Asian Pacific Edition, 3rd Edition (2014) by Stegemann, Nicole, Catherine Sutton-Brady, Ilkka Ronkainen, Tim Beal and Michael R. Czinkota, Cengage Learning Australia, ISBN-13: 9780170237871.

HBSP Cases:

- Fiyta: A Chinese Watch Company
- Tokyo Disneyland
- JSW Shoppe: Unique Steel Distribution in India
- GlaxoSmithKline in China

READINGS AND COURSE SCHEDULE

The following table shows the tentative course schedule, readings and team assignment due dates.

WEEK	DATE	TOPIC	READINGS/CASES	ASSIGNMENT
1	Aug 12	Course Introduction: Why Global Marketing		Introductions Project Considerations
2	Aug 19	The Global Market	Chapters 1, 2 Case: IKEA	Team Assignments
3	Aug 26	The Global Legal and Political Environment	Chapters 3, 4 In class exercise.	Team Project Proposals Due
4	Sep 2	The Global Consumer	Chapters 5 & 6 Case: Thai Food in Europe	
5	Sep 9	Global Marketing Strategy	Chapter 7 Case: Wal-Mart to Enter India	Team Project Outline Due
6	Sep 16	Global Distribution and Logistics	Chapter 8 Case: JSW Shoppe	
Recess Week: no class				
7	Sep 30	Global Product Policy	Chapter 9 Case: iPhone	
8	Oct 7	Global Branding	Chapter 10 Case: Fiyta	
9	Oct 14	Global Pricing	Chapter 12 Case: Tokyo Disneyland	
10	Oct 21	Social Networks and Communication	Chapter 13 & 14 Case: Amazon	A class experiment on learning via social media.
11	Oct 28	Global Marketing of Services	Chapter 11 Case: Parker	
12	Nov 4	Global Corporate Social Responsibility	Case: GlaxoSmithKline in China	Team Project Marketing Plan Outline Due
13	NOV 11	BUILDING GLOBAL CONSUMER EXPERIENCE		TEAM FINAL PRESENTATION