

National University of Singapore
NUS Business School
Department of Marketing

MKT2412	Global Marketing
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Office Hours:	Virtual and by appointment
Session:	Semester I, AY2016-2017
Class:	Tuesdays 11 a.m. – 2 p.m., Biz-1, 02-04

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 succeed 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 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 readings. 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:	25%	
Quizzes:	10 %	
Individual Assignments	20 %	
Team component:		45%
Team Term Project	35%	
o Team Presentation	15%	
o Marketing Plan	20%	
Team Mutual Evaluation	10%	

TESTS

There are some small quizzes in this course. These will be held online or at the beginning of the class. The quizzes 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. You may be asked to summarize the case in class verbally. This will contribute to your participation grade but preparing for the cases and readings is an important assignment in this class.

One individual assignment would be an ongoing Internet-based social media assignment. You are to participate and submit a reflection including a compilation of all your posts at the end of the exercise.

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.

You will also be guided through a couple of small assignments that walk you through the case analysis process.

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 consists of two questions:

1. If the future of your business career depended on the success of this project, on a scale of 1 to 5, please rate the degree to which you would include this team member in your team.
2. If you could only recommend one person for promotion in the team and it cannot be yourself, would you recommend this person (you must choose one person from your team for promotion).

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.

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 PARTICIPATION

Teams will be participating in various in-class exercises. The cumulative effectiveness of each team will be evaluated and the results of these evaluations will be the team participation grade.

REQUIRED MATERIALS

Readings:

Readings Package to be provided in class.

HBSP Cases:

A case package will be provided in class.

SCHEDULE CHANGE

Because the first class falls on a holiday (National Day), we will have the first in-class session on the 16th but the first class will be posted online in a video format.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

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 9	Course Introduction: Why Global Marketing		Introductions Project Considerations
2	Aug 16	The Global Market	In class exercise	Team Assignments
3	Aug 23	The Global Legal and Political Environment	In class exercise	Team Project Proposals Due
4	Aug 30	Technological Advances and the Global Consumer	Case 1	
5	Sep 6	Why Global: the Case of Outsourcing, Integration and Expansion	Case 2	Team Project Outline Due
6	Sep 13	Modes of Market Entry	Case 3	
Recess Week: no class				
7	Sep 27	Global Branding	Case 4	
8	Oct 4	Market Research and Global Product Design	Case 5	
9	Oct 11	Global Pricing	Case 6	
10	Oct 18	Social Networks & Communication	Case 7	A class experiment on learning via social media.
11	Oct 25	Global Marketing of Services	Case 8	
12	Nov 1	Global Corporate Social Responsibility	In class exercise	Team Project Marketing Plan Outline Due
13	Nov 8	BUILDING GLOBAL BUYER EXPERIENCE		TEAM FINAL PRESENTATION