



INTERNATIONAL MARKETING

Course Syllabus

Academic Year 2011/2012

Kasetsart Business School

Kasetsart University

1. LECTURER:

- Supachart Iamratanakul and colleagues.

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Office: BA 4, #910

Office hours: I have an open door policy. Normally, I am in my office every day. If you need an appointment, send me an email.

Course location: BA4, #TBA

Course Time: As shown in session schedule

2. COURSE DESCRIPTION

This course will present an overview of the unique aspects of marketing in the international business environment and provide the framework upon which multinational marketing management can be based. Emphasis will be placed on the role of the international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political and economic situations. Focus will be on the decision making process in the areas of foreign market analysis, target identification, product planning, promotion and channels of distribution.

Course Objectives

Upon successful completion of this course, students will:

1. Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal and economic environments
2. Be able to analyze foreign markets to determine their overall export potential
3. Understand the benefits that nations derive from unrestrained free trade
4. Be able to design strategies for global competition
5. Be able to explain the various methods of entering foreign markets, the degree of commitment required and the associated levels of risk

Pre-requisite(s): none

Course Outline:

- I. Globalisation of Markets
 1. Globalisation drivers and marketing imperative
 2. Global Market Environment

- II. Global Marketing Research
 1. Foreign market assessment
 2. Cross-culture research

- III. Global Marketing Strategies
 1. Regional responsiveness vs. standardization
 2. Global segments, positioning
 3. Country of Origin effects

- IV. Global Market Entry Strategies
 1. Choosing the mode of entry
 2. Export entry modes
 3. Franchising

- V. Global Product Policy Decisions
 1. Global product development
 2. Global Branding strategy
 3. Imitation strategies

- VI. Global Pricing
 1. Coordinating national prices
 2. Transfer Pricing
 3. Anti-Dumping

- VII. Global Communication and Advertising
 1. Advertising & culture
 2. Standardization vs. adaptation

- VIII. Export Management
 1. Export order
 2. Financing and methods of payment
 3. Physical distribution

2. COURSE DURATION:

- From **January 18th until April 25th 2012**
- Duration **15 weeks**; module course

3. Course Textbooks:

- **Keegan W. and Green M. (2011):** *Global marketing*, sixth edition, Prentice Hall.
- Hollensen, S. (2004 or latter): *Global marketing: A market-responsive approach*. Prentice Hall.
- Additional reading (suggested):
 - Doole, I. & Lowe, R. (2001): *International marketing strategy*. Prentice Hall.
 - M. Kotabe, K. Helsen: *Global Marketing Management*, 4rd Edition, John Wiley, 2007.
 - G. Albaum, E. Duerr, J. Strandskov: *International Marketing and Export Management*, 5th Ed., Prentice Hall, 2005.
 - Journal and Magazines:
 - Journal of Market Research
 - Journal of International Marketing
- Attached readings, class slides and texts on course website

Course website: <https://sites.google.com/site/kumarketing211/home>

Students are urged to check the course web site before each individual lecture!

4. FINAL GRADE STRUCTURE:

- Group assignment/case study evaluation: *up to 20% of the final course grade*
- Team work project (4-5 members): *up to 40% of the final course grade*
 - A Country Market Report (15-30) pages Doing import and /or export from Thailand to Finland** exclusive of references and exhibits, double spaced in font 12 with normal margins). The report may have up to 6 exhibits. Each exhibit should clearly state its sources and be referred to in the text of the report. Also, the relevance of each exhibit and the conclusions to be drawn from it should also be clearly stated in the text of the report. The report is due on *24-04-11*.
 - Present a 20-minute summary of the report in class and answer questions from the class.
- Final written exam: *up to 40% of the final course grade*
- An extra 5 bonus % for student participation on lecturer!

5. SESSION SCHEDULE:

No.	Date	Topic	Professor	Reading	Assignments
1.	Wednesday 18-January-12 9-12:00	Introductory lecture. What is international / global marketing? The basic concepts	Supachart	Ch 1	
<i>2 and 3. Wednesday 25- Oct-12 Trip To Singha Beer Manufacturing</i>					
4.	Wednesday 01-February-12 9 -12:00	The Global Trade Environment	Alisa Sony (Guest Speaker)	Ch 2	
5.	Wednesday 15-February-12 9-12:00	The Global Economic	Supachart	Ch 3	
6.	Wednesday 22-February-12 9-12:00	Social and Culture Environment	Supachart	Ch 4	Case study Case 4-1: Disney (P.140-141, 167-169)
7.	Wednesday 29-February-12 9-12:00	Information Systems and Market Research	Supachart	Ch 6	
8.	Friday 09-March-12 9 - 12:00	Segmentation, Targeting, Positioning	Supachart	Ch 7	Case study Case 7-1: Global Cosmetics (P.236-237,266)
9.	Wednesday 14- March-12 9-12:00	International pricing decisions	Supachart	Ch 11	
10.	Wednesday 28- March-12 9 -12:00	International product decisions	Supachart	Ch 10	Case study Case 10-2: Godiva Chocolate (P.362-363)
11.	Friday 30- March-12 9 -12:00	International distribution	Supachart	Ch 12	
12.	Wednesday 11-April-12 9-12:00	International marketing communication	Supachart	Ch 13-14	Case study Case 13-1: Beijing Olympics (P.430-431, P.457)
13.	Wednesday 18- April-12 9-12:00	Organizing for Global Marketing	Supachart	Ch 16	
14.	Friday 20-April-12 9-12:00	Strategic elements of competitiveness	Supachart	Ch 15	
15.	Wednesday	Project presentations	Supachart		.

	25-April-12 9-12:00				
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In addition to the provided course outline, we will cover 4 case studies related to different aspects of international marketing. The cases will be placed in the photocopy room in due time. More will be discussed in the first lecture.

6. ATTENDANCE AND PARTICIPATION:

You will be asked individually, and as a member of a team, to provide both in-class discussions and written analysis that will enable you to examine the business environment and focus on global marketing problems and opportunities. Please bring into class or email timely and relevant global marketing articles and information to be discussed and shared with the class.

The most important part for grading is class participation. You cannot expect an A grade by not participating in class discussions. I have tried to give you as much information about what we are going to discuss during the class so that you can attune your thoughts and prepare notes. Class participation is evaluated on the quantity and quality of your participation and its contribution to improving the learning experience of the class. You will be evaluated according to the following guidelines:

Excellent (3): Contributions provided major insights as well as a fruitful direction for the class. Arguments were well-supported (with tangible evidence) and persuasively presented. If this person were not a member of the class, the quality of the class discussion would have been significantly diminished.

Good (2): Contributions were on-target, fairly well-supported and persuasive.

No-value contribution (1): Student's class comments did not add value to the class or are repetitious.

Attending Non-participant (0): Contributed nothing to the class discussion. A well-prepared person attends class but is silent and does not participate in the class' discussion.

No preparation/not attending (-1): Students is absent or called by the lecturer but cannot contribute a response to any pre-assigned question.

7. CASE PRESENTATION BY STUDENTS:

Each team is required to prepare a case. Cases will be assigned by the lecturer; students can indicate their preference. The main goal is to understand the case and being able to present the main problem, strategy and/or the strategic options in the context of global marketing. Additional questions are assigned to some of the cases. Students are encouraged to collect additional information about the firm in question. Some cases are included in the

textbook some are taken from other sources. The team is required to present the case in the class in the scheduled week. The presentation should be about 20 min and discussion about 20 min. The written report shall be confined to a small memorandum of about 2-3 pages plus all slides used for the presentation. Imagine that you are a member of the marketing staff and are given the task to analyze a competitor's strategy and report it to your boss. Effort should be focused on the presentation of the main points of the case and the result of a team's discussion. Professional attitude of the presenters required. Grades will be assigned on the basis of understanding, creativity, presentation skills and peer review.

8. IMPORTANT CLASS RULES:

1. *Class participation:* I will lecture for part of most periods to set the stage for the discussion, but I expect the class participants to carry much of the load via active class participation. Class Participation involves being prepared for each class period; having read material assigned before coming to class and being able to discuss the questions in the class. If there is no voluntary participation, I will call a student to speak up. Students who do not participate in the class discussions won't be able to achieve an A as final grade.
2. Discussion is vital for the students own creative digestion of the subject. Many of the answers to the questions discussed require judgment rather than specific line-by-line quotation of facts. I don't have all the answers and like to hear different views about the subject.
3. Attendance is mandatory. Three times missing automatically leads to downgrading of one grade. Late showings will be recorded as missed. Important reasons for missing classes can be excused.
4. All used sources for the term paper must be reported. Copying material of other students or of other sources and presenting it as a student's own ideas violates intellectual property and is a severe offence that will result in a final grade of D regardless of the quality of other parts of the report.
5. Teamwork is mandatory. Every team consists of academically stronger and weaker students. Refusing to work in the team that a student has been assigned to or arbitrarily excluding students from the team leads to a grade of D for the project. Team behavior will be assessed through peer reviews.
6. Don't try to dominate discussions during the team work. Don't make fun about others opinions or wrong usage of English language. Real team work is about cooperating with and including your partners. Class behavior is part of the evaluation of class participation.