



MASTER IN BUSINESS ADMINISTRATION

C O U R S E S Y L L A B U S

GLOBAL MARKETING

Course Code:	GMK
Faculty:	Prof. Jose M. Faustino
Class:	MBA 2006
Sessions:	Third Trimester: 20 sessions

Course Objective

Journalist Tom Friedman writes in his book, *“Globalization is the inexorable integration of markets, nation-states and technologies to a degree never witnessed before – in a way that is enabling individuals, corporations and nation-states to reach around the world farther, faster, deeper and cheaper than ever before, in a way that is enabling the world to reach into individuals, corporations and nation-states farther, faster, deeper and cheaper than ever before.”*

This integration also comes with *disintegration*, as many businesses, many products and services fall by the wayside, unable to survive in the glare and exposure to open market forces.

Our course on Global Marketing studies how the forces of marketing on the one hand will drive the success of certain products and services, and on the other will threaten their standing if not their very existence. You have already witnessed the demise of specific products and industry due to the march of change: pagers, printed encyclopedias, cassette tapes. Others are dying on the vine: films and film cameras, cathode ray tubes, landline telephones, travel agencies.

You have seen new ways to market, new ways to advertise, new ways to communicate with the PTM. Another change is how much faster everything gets done, messages sent and delivered in real time. Many can now entertain themselves without watching a single advertising commercial. This has created enormous headaches for FMCG marketers all over the world. We shall address this and the other challenges in Global Marketing.

The paramount objective of the course is to develop the knowledge and skills of the MBA students on Global Marketing so that at the end of the course, they will be able to:

1. Scan the markets of the globe and analyze the current and future developments that will impact the marketing of products and services;
2. Choose the appropriate mode of marketing overseas: exporting, appointing agents, licensing, franchising, joint venture, direct investment in the market;
3. Prepare for a strategic entry into a market, to increase probability of success;
4. Decide between standardization or adaptation when developing the product or service offering;
5. Devise effective sales promotion and advertising in overseas markets;
6. Create the right pricing strategy for each global market;
7. Know how to defend one's brand when challenged by a global company;
8. Realize the importance of culture and the Fifth P in marketing products and services;
9. Set up and maintain good relations with agents and distributors abroad;
10. Develop a globalization strategy for sourcing the right products at the right cost at the right time;
11. Establishing a truly global brand, with a unique positioning and brand personality.

Course Description

In Global Marketing, the students will study both outstanding and questionable practices in creating, selling and communicating products and services around the world. You will see why companies like PROCTOR & GAMBLE and WAL-MART dominate in their markets. You will study why COCA-COLA has retained its beverage leadership, yet PEPSI-COLA has stolen its thunder, especially in the byways of Wall Street. You will discover how HYUNDAI and KIA have achieved a difficult turnaround, from being the butt of jokes in the auto industry, to fearsome threats to the Western auto brands.

The vehicles of learning will feature:

- Active class discussions of marketing cases and contemporary press articles of global marketing situations;
- Internet Search Class – Student driven internet research on a specific company and/or product for class discussion the next day.
- Dynamic Duo assignments in which two students will pair up to research, write and present a specific global marketing example;
- Readings on Global Marketing examples;
- Video showing of global brands.

Evaluation and Feedback System

The system of grading the student is straightforward:

Class participation and discussion including Internet Search Classes	50%
Instant Creations (brief, written exercises)	20%
Dynamic Duo assignment (instead of final exam)	30%

Course Outline

Session 1:

Scanning the Global Environment and Analysing the Global Trends Affecting Our Business

- Group Workshop: What Are Impacting Global Business Now and What We Should Do In Our Marketing
- At the end of the class, Prof. Faustino will discuss the Dynamic Duo assignment – instead of an exam - which is assignment for each pair of 2 students to complete a Marketing Strategy for a specific business situation.

Reading:

- 1p Marketing Process
- 1p Variety of cust needs
- Keegan & Green, Introduction to Global Marketing, pp 1-29

Session 2:

A Global Company Adapts to the Local Conditions

- Marketing Case: McDonald's Expands Globally While Adjusting Its Local Recipe

Session 3:

Entering the Global Market: Least Risk, Best Return

- Class Discussion: How Our Business Should Enter A Chosen Market
- Marketing case: P&G Japan: The SK-II Globalization Project

Reading:

- Kotler pp 374-405
- Cs: P&G Japan: The SK-II Globalization Project

Session 4:

A. Using Market Research To Exploit Competitor “Gaps”

- Marketing Case: Cadbury Schweppes “The Launch of Oasis”

Reading:

- Kotler pp368 Market Testing to Summary p379
- 1p Why segment
- 2p PTM Analysis-consumer
- 1p Family life cycle stages
- 1p Good info enables
- 1p UAI study

Session 5:

ISC - Search the Net for the VIRGIN GROUP OF COMPANIES

- Created and managed by super entrepreneur Sir Richard Branson
- Study which companies are doing best
- Analyze the management of brand Virgin
- What businesses have done well, what have not – and why?

Session 6:

Standardization vs. Adaptation

- Marketing Case: IKEA

Reading:

- Cs: IKEA
- Globalization of markets by T. Levitt
- Kotler: pp394-395

Session 7:

Lecture / Discussion – Social and Cultural Environments

- Keegan & Green, pp 133-168

Session 8:

Cross Cultural Management

- Marketing case: Showa-Packard, Ltd. (A)
- Case (B) will be distributed in the classroom

Session 9:

ISC – Brand and Advertising Strategy of Nokia and Motorola

- From the internet, analyze brands Nokia and Motorola
- Develop brand positioning statements for each
- How have both developed their brand presence in the global market?

Reading:

- Brand series
- Keegan & Green, pp398-426

Session 10:

B. Strategic Elements of Competitive Advantage

- Keegan & Green, pp. 365-393

Session 11:

C. Strategic Elements of Competitive Advantage (cont.)

- Marketing case: The Photo Wars: Fuji vs. Kodak
- Keegan & Green, pp. 395-397

Session 12:

ISC – The Superior Value Offer by Wal-Mart

- Readings from news clippings
- Research on the internet Wal-Mart's positioning and strategy

Session 13:

Leading the Global Organization

- Marketing Cases: Silvio Napoli at Schindler India, & Wipro Technologies Europe

Reading:

- Cs: Silvio Napoli at Schindler India,
- Wipro Technologies Europe
- Kotler: pp204-216

Session 14:

Managing Good Global Logistics

- Marketing Cases: Comparing H & M and Zara

Reading:

- Kotler: 521-534, 540-543

Session 15:

ISC – Product Diversification Strategy

- Research companies Coca-Cola and Pepsi-Cola

Reading:

- Product and Brand Decisions, Keegan & Green, pp. 398-435

Session 16:

Session 11a: Pricing Strategy

- Marketing Case: LVMH and Luxury Goods Marketing
- Reading: Keegan & Green, pp. 445-465

Sessions 17-20:

PRESENTATIONS OF DYNAMIC DUO MARKETING STRATEGY