



Course Title: Global marketing

Instructor: Joe Shami

Course Objectives:

To get a practical and theoretical overview of international marketing in today's market place

- To enable students to develop a thorough understanding of international marketing theory and key concepts. Topics of particular emphasis will include:
 - International differences in consumer behaviour
 - Challenge of managing and delivering high quality service to customers in a cross-cultural context
 - International branding strategies and issues
 - Global marketing strategies from a European perspective
- To develop a knowledge and understanding of vocabulary associated with international/ global marketing strategy in different types of economies, organisations and market situations.
- To appreciate the complexities of international and global marketing.
- To create an awareness of processes, context and influences associated with international and global marketing strategies.
- To develop appreciation of strategies and plans for a mix of international and global economies.
- To develop an understanding of the implications for implementation, monitoring and control of the international marketing planning process.

Course Learning Outcomes:

By the end of this course, students should be able to:

- Identify the key factors related to creating a global marketplace.
- Describe how new telecommunication technologies are changing the ways companies manage their global marketing activities.
- Research and identify profitable foreign markets.
- Discuss the impact of different cultural values and belief systems on marketing products.
- Select and justify an appropriate marketing strategy and evaluate the financial, human resource, operational and logistical implications of different strategies.

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- Determine marketing strategies appropriate and identify the relevant sources of information and analysis to support the appropriate strategy
- Discuss the key elements of ethical global marketing.
- Develop a global marketing plan.
- Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.
- Determine the appropriate control measures in international operations.

Required Text:

Doole, I. and Lowe, R. (2001) *International Marketing Strategy: Analysis, Development and Implementation*. 3rd revised edition. London, Thomson Learning.

Usunier, J. (2000) *Marketing across cultures*. Harlow, FT/Prentice Hall.

Paliwoda, S and Thomas, M. (1998) *International marketing*. 3rd revised edition. Oxford, CIM/Butterworth-Heinemann.

Ambler, T. and Styles, C. (2000) *The silk road to international marketing*. London, FT/Prentice Hall.

Jeannet, J and Hennessey, H. (2000) *Global Marketing Strategies*. 5th revised edition. US, Houghton Mifflin.

Further Reading will include:

- Bradley, F. (2001) *International Marketing Strategy*. 4th edition. Harlow, Pearson.
- Chee, H and Harris, R. (1997) *Global Marketing Strategy*. London, Pitman.
- Czinkota, M. and Ronkainen, I. (2000) *International Marketing*. 6th revised edition. US, Harcourt Brace.
- Grant, R M. (2002) *Contemporary Strategy Analysis: Concepts, Techniques, Applications*. 4th revised edition. Oxford, Blackwell.
- Keegan, W. and Schlegelmilch, B. (2000) *Global Marketing Management: A European Perspective*. Hemel Hempstead, Prentice Hall.
- Kotler, P. and Kartajaya, H. (2000) *Repositioning Asia: From bubble to sustainable economy*. Chichester, John Wiley.
- Mead, R. (1998) *International Management: Cross cultural dimensions*. Oxford, Blackwell.
- Terpstra, V and Sarathy, R. (1999) *International Marketing*. 8th edition. US, Dryden.
- Doole, I. and Lowe, R. (2001) ***International Marketing Strategy: Analysis, Development and Implementation***. 3rd revised edition. London, Thomson Learning.
- Usunier, J. (2000) ***Marketing across cultures***. Harlow, FT/Prentice Hall.
- Paliwoda, S and Thomas, M. (1998) ***International marketing***. 3rd revised edition. Oxford, CIM/Butterworth-Heinemann.
- Ambler, T. and Styles, C. (2000) ***The silk road to international marketing***. London, FT/Prentice Hall.

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- Jeannet, J and Hennessey, H. (2000) **Global Marketing Strategies**. 5th revised edition. US, Houghton Mifflin.

Topics Covered will include:

- **Introduction to international marketing**

Identify and analyse opportunities in the international trading environment

- o Recognise changing patterns of trade globally
- o Recognise types of markets
- o Identify and explain the strategic and contextual elements of global operations
- o Discuss the strategic choice of global or multinational marketing
- o Discuss international networks and supply chains.

Explain the more ethical responsibility approach, including on green and environmental issues, being taken by corporations

- **The world trading environment**

At the end of the session, students will be able to explain the changes in the world trading environment:

- o Countries
- o World
- o Regions

Trading blocs (e.g. European Union, ASEAN, etc.)

- **SLEPT factors**

At the end of the session, students will be able to:

- o Explain the SLEPT factors and their use in assessing international markets
- o Explain the 'C' factors and their effect on international marketing planning

- **Marketing research**

At the end of the session, students will be able to:

- o Evaluate customers' buying behaviours in different countries at different stages of economic and political development
- o Use research to identify opportunities, similarities and differences
- o Select and brief a marketing research agency to conduct research
- o Discuss the benefits and drawbacks of the range of sources available for secondary research
- o Use competitive, absolute and comparative analysis in appraising international markets

- **Approaches to planning**

At the end of the session, students will be able to:

- o Explain differences in international marketing planning between developed countries and lesser developed countries and developing and emergent economies
- o Describe non-linear approaches to planning

- **Organisation and management issues**

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At the end of the session, students will be able to:

- o Identify and explain organisational and management issues pertinent to the export – globalisation spectrum decision
- o Describe the measures for managing and controlling in-house and external resources
- o Explain the term 'learning organisation'

- **Globalisation and its impact**

At the end of the session, students will be able to:

- o Explain the globalisation process and its effect on the structure of industry and the competitive environment
- o Explain the cross-cultural dimensions of global activity and cultural sensitivity
- o Explain the effect of market/economic transience on global operations and within the host country environment

- **Market entry strategies**

At the end of the session, students will be able to:

- o Explain the strategies available to companies for market entry and development
- o Select an appropriate strategy for a company using a range of criteria
- o Discuss the implications to the company of the chosen strategy
- o Explain how a company would obtain finance to support an entry strategy

- **International product management**

At the end of the session, students will be able to:

- o identify product management strategies available to companies
- o Select and formulate a product management strategy

- **Pricing strategies**

At the end of the session, students will be able to:

- o Determine pricing strategies for international markets

Explain the meaning and specifics of Incoterms and specific pricing methods

- **Communications & positioning**

At the end of the session, students will be able to:

- o Determine international marketing communications issues relating to international positioning strategies
- o Explain the importance of cultural differences and similarities for international marketing communications

- **Relationship marketing and the people element**

At the end of the session, students will be able to:

- o Assess the people elements of global operations

Explain and discuss the role of a relationship marketing approach as complementary to a traditional marketing mix approach

- **Distribution and logistics Syllabus**

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- o Select a distribution and logistics strategy
 - o Explain the issues involved in foreign channel management
- Identify and discuss the impact of evolving forms of distribution such as ebusiness

- **Implementation and control**

At the end of the session, students will be able to:

- o Describe how an international marketing strategy may be implemented across different countries, including the strategic implications and tactical/operational issues relevant to different countries
- o Establish criteria for control and evaluation of marketing and other business functions
- o Recognise and explain the implications of differing rates of implementation across the developed and developing world

Co-curricular activities will include:

- **Shakespeare Globe**

Interactive lecture by an actor who explains (with some student participation) the differences between putting on a production 400 years ago on Bankside compared to a West End theatre nowadays. Also a visit to the stage, frequently getting groups actually on stage itself to get the feel of being in an open-air theatre where actors see everyone in the audience. Terrific support for any course with a drama/theatre content because it looks at the mechanics of writing, rehearsing, acting and “hearing a play” as opposed to watching. Interesting for non-theatre majors too with a combination of social history and, surprisingly, business interest – money keeps cropping up as the explanation behind most things to do with theatre.

- **London Eye, Harrods Department Store, Chelsea Football Club, Madame Tussaud's, Wagamama's Restaurant**

Case studies for **International Marketing**, group and individual visits to these internationally recognised businesses as field study to support in-class case studies.

Instructional Methods:

lecture, discussion, group projects, writing an international strategic marketing plan.

Attendance Policy:

Every absence and lack of interaction incurs a loss of mark

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Assessment Plan:

Class visit of a London business or venue. Insitu presentation about 15 minutes, a formal presentation of an international theme for that venue or business and a final paper in the delivery of a strategic international marketing plan

Participation and attendance 20%

Presentation 30%

Examination 50%

Examination

- o Devise a strategic international marketing plan for the Foundation for International Education.
- o Maximum word count 2500
- o State clearly any assumption you wish to make in devising your marketing plan.

This should be in a professional report format

Grade Scale:

C = 50

B = 60-69

A = 70+

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