

INTERNATIONAL MARKETING
Department of International Business

Lecturer: HSIEH, Minghuei	Office: 913
Prerequisites: Marketing management, International Business Management	
Class Times: 14:20 – 15:10, Tuesday	Office hour: 13:00-12:00, Tuesday

Course Objectives

This course is designed to provide an informed appreciation of global marketing as an academic subject as well as an increasingly important management practice. Linked to this attempt are the three following aims: i) To provide students with insights into the key developments in the international marketing environment and concepts. ii) To examine the topic of market entry by considering the strategic options in market selection and to review the topic related to global positioning, targeting and segmentation. iii) To focus on the strategic issues in terms of transferring marketing mix and level of standardization/adaptation. In additions, extending marketing issues including e-commerce and marketing ethics will also be covered in this course.

Teaching and Learning Strategy

The objective of this course is to expose you to the international marketing discipline from a conceptual, analytical and pragmatic perspective. As such, the course will be conducted using a combination of course lectures and in-class discussions over case studies and academic papers assigned. While the lecturer introduces international marketing discipline and the latest development, the cases offer all participants an opportunity to demonstrate their abilities in capitalizing on what has been learned from this course. On the other hand, the academic journals papers, which are mostly conceptual and/or analytical in nature, could be used to make sense of the marketing practices observed.

Students are expected to work in groups of 4-6 for discussing cases prior to attending to the class. Each individual group has a chance to lead ONE case discussion during the semester. The designated group is free to address issues beyond the ones assigned by the lecturer. Students will be randomly selected by the group-in-charge to answer the questions related to each case. The forming of study groups to facilitate exchange of viewpoints throughout the semester is essential and a sincere desire to learn is by all means a prerequisite of this course.

The lecture note, papers as well as other supplement materials will be uploaded to the website 3 days before the class. Students are able to access to those materials by logging into <ftp://ftp.ib.ntu.edu.tw> with **ID: imm960400 and Password: 0040069mmi**.

Major Categories of Assessment

A. Case Study Written Reports (3-4 pages group written report): 30 %

Great emphases will be placed on case study in terms of grading. For case study grade, students will be evaluated at both group and individual level. At the group level, the lecturer will evaluate groups' performance based on the submitted written report's quality of content, organization and clarity. At the individual level, each member will peer-assess other group members' performance based on his/her (1) attendance in case/paper discussion; (2) preparation for case studies; and (3) contributions to the discussions. The grade given for a group will be weighted based on individual grade. In other words, individual grade is the weighted group grade using peer-assessment as the weighting factor.

B. Case Study Presentation (oral presentation and a set of presentation slide): 5%

The designated group that leads the discussion will be evaluated based on the quality of their presentation and their interactions with the audiences. The group is required to submit a set of the presentational slide instead of the written report.

C. Academic Journal Paper Review Written Reports (1-2 pages individual written report): 30%

A number of papers will be assigned each week; **each student** is subject to submit a one-page (**no more than 2 pages**) summary of each paper. In addition to highlight the key findings/propositions/arguments of each paper, students should focus on each study's implication from the perspective of global marketing management and provide expedient critiques

D. Term Paper (less than 20 pages written report and oral presentation): 25%

Again, working with group members, students will be responsible for submitting a group term paper in relation to global marketing management and making a 20-minute group presentation to the class on weeks 17 and 18. Any work submitted after week 18 will receive zero marks. By week 7, each group should confirm the research subject, either a global company or brand. Students should constantly observe and research the development of the firm/brand under investigation. The paper should focus on 1) the description of the different or similar marketing strategies and tactics (e.g., STP strategies or marketing mix) adopted by the chosen brand/firm in different countries, and 2) the explanation of the differences/similarities by exploring the underlying factors (i.e., macro or micro environment) that could affect the decision.

E. Class Participation: 10%

Students who voluntarily offer their insights in relation to cases/papers discussed in the class will be given extra credit based on their contributions to the discussions.

Course Outline

1 (09/18)	Introduction: reviewing the syllabus
2 (09/25)	National Holiday – no class
3 (10/02)	Case 1-1: McDonald's expands globally while adjusting its local recipe //Lecture: Global Marketing Overview (chapter 1)
4 (10/09)	//Lecture: The International Economic Environment (chapter 2)
5 (10/16)	Case 2-1: Vietnam's market potential (G1) //Exercise: Divide the class into two teams who debate the pros and cons of EU formation. //Lecture: The International Trade Environment (chapter 3)
6 (10/23)	Case A: Europe goes banana for and Case 8-1: American sugar (some related concepts can also be found in Case 4-2: Fair Trade coffee) (G2) //Lecture: The International Social And Cultural Environment (chapter 4)
7 (10/30)	Case 4-1: Barbie: The American Girl Goes Global (G3) //Exercise: Evaluate an array of new product currently in the US test market. Do you think each of the products has a chance of success in Taiwan? //Lecture: The International Social and Cultural Environment (chapter 4)
8 (11/06)	Case B: Euro Disney (G4) //Exercise: students will debate the pros and cons of Foreign Corrupt Practices Act (FCPA) //Lecture: The International Political and Legal Environment (chapter 5) //Finalizing Term Paper Proposal
9 (11/13)	Case C: Bud versus Bud (G5) //Exercise: Students will be asked to outline steps to prepare a marketing research overseas. //Video Watching: McDonald's MIS practice //Lecture: Nature And Scope Of Cross-National Marketing Research (chapter 6)
10 (11/20)	Case 17-1: Napster (G6) //Lecture: Segmentation, Targeting And Positioning (chapter 7)
11 (11/27)	Case 11-2: LVMH (G7) //Lecture: Product and brand decisions (chapter 10)
12 (12/04)	Case D: Smart cards (some related concepts can also be found in G12-1: RFID) (G8) //Lecture: Pricing Decisions In The Cross-National Context (chapter 11)
13 (12/11)	Case 11-1 AIDS pricing (G9) //Lecture: Distribution Decisions In The Cross-National Context (chapter 12)
14 (12/18)	//Video Watching: communicating effectively in global market //Lecture: Global Marketing Communication Decisions (chapter 13)
15 (12/25)	Case 13-1: Benetton Group (G10) //Lecture: Global Marketing Communication Decisions (chapter 14)
16 (01/01)	National Holiday – no class
17 (01/08)	Term Paper Presentation
18 (01/15)	Term Paper Presentation

***The contents of course outline are subject to change.**

Bibliography

Core text

Keegan, Warren J. and Green, Mark C., “Global Marketing”, 4th Edition, New Jersey, Prentice Hall.
(新陸書局代理)

Academic papers will be selected from these journals

1. European Journal of Marketing
2. Harvard Business Review
3. International Marketing Review
4. Journal of International Business Studies
5. Journal of International Marketing
6. Journal of Marketing
7. Journal of Advertising
8. Journal of Global Marketing
9. Journal of International Consumer Marketing
10. Management International Review

Recommended web-based resources

1. U.S. Trade Representative’s Office
2. World Bank
3. World Bank and International Monetary Fund Libraries
4. CIO globalization Research Center
5. Internet Sources for Global Marketing (global reach)
6. International Business Resources on The WWW (global edge)
7. International Herald Tribune
8. Business Weeks
9. The Economist
10. Wall street Journal
11. Financial Times
12. World Fact Book (<http://www.odci.gov/cia/publications/factbook/>)
13. Emerging Market Directory (<http://www.emdirectory.com/index.html>)
14. The Internationalist (<http://www.internationalist.com/business/>)
15. Report of Market Research (www.marketresearch.com)

Case 9-2: Harry Potter
Case 4-2: Fair Trade Coffee Ethics, Religions and Sustainable Productions **or**
12/05: generation Y
12/26: War-Mart in Mexico

Kao,

You might like to ask Mr. Hunag who is the right contact person in Marketing department, and ask him whether it is ok for you to approach the person directly. It takes time waiting for the correspondences, do you have Mr. Hunag's phone number? Can you speak to him directly? It can also clarify things better.

As far as "cyclical path of routines" is concerned, don't worry about it. That is just an example of the way an organization proceeds its project. Because you are going learn Hay Sung's brand building activities, I thought it might be helpful to learn it by exploiting its routines (such as the process of coordination-> implementation-> feedback-> adaptative or idea-> plan-> action-> outcome...). And, those processes can also serve as a guideline when conducting the interview, so that you won't lost your focus...

Yet, in case you are interested, you can browse the following papers:

1. Feldman, M. S. (2000). Organizational routines as a source of continuous change. *Organization Science*, 11(6), 611-629.
2. Feldman, M. S., & Pentland, B. T. (2003). Reconceptualizing organizational routines as a source of flexibility and change. *Administrative Science Quarterly*, 48, 94-118.
3. Feldman, M. S., & Rafaeli, A. (2002). Organizational routines as sources of connections and understandings. *Journal of Management Studies*, 39, 309-331.