

National Taiwan University
Graduate Institute of International Business

Fall 2007

International Marketing Management

Class Time: Thursday 9:10 am -12:10 pm
Professor: Dr. J. Chris Lin
Office: 812, Building 1 (Temporary office, to be relocated)
Phone: 3366-4992 Ext. 23 or 3366-4987 (Temporary numbers, to be changed)
E-mail: jlin@management.ntu.edu.tw
Textbook: Keegan and Green, *Global Marketing* (Forth Edition)
Supplementary Course Materials (to be distributed)
[Reference Textbook]
Gillespie, Jeannet, and Hennessey, *Global Marketing* (Second Edition)
Cases/Papers: To be distributed

Course Objective:

The purpose of this course is to (1) provide an overview of international marketing as a managerial challenge; (2) familiarize students with international marketing mix related knowledge from a conceptual, theoretical, practical and analytical perspective; and (3) enable students to improve the ability of working problems, cases and projects out.

Lectures, class participation, case discussions and group projects are designed to help students LEARN as more as possible in INTERESTING and PAINLESS ways.

Course Requirements:

Class Attendance and Participation (15 %)
Group Discussion (10 %)
Case Discussion and Presentation (25%)
Paper Summary (or Exams if preferred) (20%)
Group Project (30%)

(Peer evaluations will be performed within each group for group activities)

Class Participation and Attendance Policy:

Since this course is participant-centered, class attendance and participation is very critical for your FINAL GRADE. I track attendance and participation by heart all the time. In case of absence, you have to let me know in advance to be excused, except emergency or illness. Preparation and participation is a MUST ! You are encouraged to draw on knowledge gained from preparation or in previous classes, and contribute to the class discussion. I will try my best to help each student to participate the discussion.

Personal Information Form

Each student will receive a personal information form from the TA via email. You are required to fill the form in details (with your digital picture attached) electronically, and return it to TA before 9/26. This is very important for participant-centered learning, and helps the professor to understand each student better for the purpose of customer service. You have to complete this form to take this course.

Groups:

Each student will be randomly assigned to a group of certain students (depending on the total enrollment) after the registration is finalized. The group list will be announced in class and via email.

Peer Evaluations for Group Activities:

At the end of the semester, confidential peer evaluations (for group discussion, case discussion, and group project) will be performed within each group, based on a group member's attendance, preparation and contribution in group activities. This is to ensure that each group member contributes, and to allow group members to express their satisfaction/dissatisfaction with other members' efforts. This responsibility should be taken seriously. Your grade will be adjusted according to the results. Honesty is the only policy.

Check and Read Emails:

A considerable amount of class-related information will be sent to your email account on a regular basis. It is your responsibility to check and read your email everyday.

Paper Summary:

A paper list will soon be announced. Each student need to choose two papers, and submit a 1-2 page summary for each paper. In addition to highlighting the key

conceptual framework, hypotheses/propositions, findings, and conclusions of each paper, students should focus on each paper's implications from the global marketing perspective, and provide critiques. Due dates will be discussed to balance the study load.

Case Discussions:

Each student must come to class having fully read the case, prepared, and discussed with his/her group members. At the beginning of the class period, I will assign a different question concerning the case to each group. Each group will then have an hour to prepare a 7-8 min presentation addressing the assigned question. I will deduct points from your final grade for each absence of case presentation because this is part of group work. If you cannot attend any of the case discussions, you must discuss it with me to be excused.

Group Project:

The purpose of the term group project is to evaluate and help students to apply the knowledge learned in this course to the real world. I will meet with each group for several times during the semester to assist you find an appropriate topic and work through the project. You can have the following options: (1) Identify a company that does not have any international sales, evaluate its competence to go international, and then develop an international marketing strategy for its product(s); (2) Analyze a company with international sales only in limited regions, then investigate its current marketing operations, provide recommendations, and propose an international marketing strategy to enter new international markets; (3) Investigate and compare the marketing strategies of selected global firms/brands in different regions/countries, exploring the differences and similarities as managerial implications. The marketing strategy should be marketing mix and/or STP focused (e.g. product design, brand strategy, channel strategy, advertising strategy...etc.), and can be multifold.

Each group must meet with me during class time on 10/25, submit a 1-2 page proposal by 11/8, and meet with me again on 11/15 for feedback. Your proposal should identify the company and its products/services, plus a specific research plan to help you focus and perform a thorough and intelligent analysis. Each group need to further meet with me (by appointment) between 12/11-14 for further discussion. Additional meetings can be arranged by appointment if necessary.

The final group paper, due on Jan. 8, 2008, should be 18-22 pages (excluding charts and appendices) and double spaced, with 12 point font and standard margin. Please bear in mind that your final paper should read and look like a single paper, not a combination of several different ones. If you divide up the written work, be sure to

have an “editor” in your group. Remember, you are part of a group, and everyone should proofread the paper before it is submitted. No late paper will be accepted.

Each group will present its final project to the class. Group presentation should be no longer than 20 min, with 10 minutes of discussion following. Your presentation grade will reflect all aspects of the presentation, including the information given and presentation skills. Your ideas should be professionally delivered, and not read. In other words, your presentation is expected to be professional.

Tentative Course Topics Covered

1. Introduction: Syllabus Review
2. Global Marketing Overview & Economic Environments

Read: Text, Chapter 1-2

3. Social and Cultural Environments/Diffusion Theory

Read: Text, Chapter 4

Exercise: Group Discussion

4. Consumers & Marketing Aesthetics

Read: Class Handout

Exercise: Group Discussion

5. Political, Legal and Regulatory Environments

Read: Text, Chapter 5

Group Meetings with Professor (10/25)

6. Global Markets

Read: Text, Chapter 3

Exercise: Group Discussion

7. Global Marketing Research

Read: Text, Chapter 6

Exercise: Group Discussion

8. Segmentation, Targeting and Positioning & Market Entry

Read: Text, Chapter 7, 9

Project Proposal Due (11/8)

Group Meetings with Professor (11/15)

9. Global Product and Brand Decisions

Read: Text, Chapter 10 + Class Handout

Case Discussion (HBS Case, to be distributed)

10. Global Marketing Communication and Advertising

Read: Text, Chapter 13-14 + Class Handout

Case Discussion (HBS Case, to be distributed)

Group Meetings with Professor (12/11-14, by appointment)

11. Pricing Decisions

Read: Text, Chapter 11 + Class Handout

Case Discussion (HBS Case, to be distributed)

12. Global Marketing Channels

Read: Text, Chapter 12 + Class Handout

Case Discussion (HBS Case, to be distributed)

***** Project Due on 1/8 (before 3 pm),**

***** Presentation on 1/10, 1/17**