

International Marketing Management

FALL 2009

Department of International Business

National Taiwan University

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Class hours: Tuesday 14:20 – 17:10

Office hours: Wednesday 9:30 - 11:30 or by appointment

Course Materials:

1. Keegan, W. and Green, M. (2008), Global Marketing, 5th ed., Prentice Hall
2. Cateora, P. R. and Graham, J. L. (2005), International Marketing, 12th ed., McGraw-Hill
3. Handouts

Course Objective:

This course examines the challenges of entering and operating effectively in foreign markets. Decisions must be made regarding international marketing objectives, strategies and policies, foreign market selection, adaptation of products, distribution channels and communications to fit each foreign market, and systems of international marketing organization, information gathering, planning and control. These topics, along with exploration of cultural issues, are examined through reading, case discussion, class presentations and a term project. It covers the main issues faced in strategic, tactical, and administrative international marketing.

Grading Policy:

Course grades will be based on the following elements:

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| 1. Attendance and Class Participation | 20% |
| 2. Case and Reading Assignments | 30% |
| 3. Term Project | 20% |
| 4. Final Exam | 30% |

Course Agenda:

1. 9/15	Introduction
2. 9/22	Global Marketing Environment; Daphne Case; Ganso Case
3. 9/29	Global Segmentation and Positioning, Global MIS; Johnson Health Case; Tcase 1-1; Tcase 1-2
4. 10/6	Global Entry Strategy and Strategic Alliance; ASO Case; Natural Beauty Bio Case; Tcase 4-2; Tcase 6-1; Reading 1
5. 10/13	Global Brand Management; MAXXIS Case; Tcase 7-1; Tcase 8-1; Reading 2
6. 10/20	Nike Case: Build a Global Brand; Reading 3
7. 10/27	Intel Case: Building an Ingredient; Reading 4
8. 11/3	Bull Case: Building Branding Equity in New Ways; Reading 5
9. 11/10	Ducati Case: Rebuilding a Passion Brand; Reading 6
10. 11/17	Global Marketing Mix (I); Tcase 10-2; Tcase 11-1; Tcase 12-1; Reading 7
11. 11/24	Global Marketing Mix (II); Tcase 13-1; Tcase 15-1; Tcase 16-1; Reading 8
12. 12/1	Samsung Case; Reading 9
13. 12/8	Starbucks Case: Managing a High Growth Brand; Reading 10
14. 12/15	P&G Case: The SK-II Globalization Project; Reading 11
15. 12/22	Nivea Case: Managing a Brand Hierarchy; Reading 12
16. 12/29	Students Present Term Project Report
17. 1/5	Students Present Term Project Report
18. 1/12	Final Exam

Reading

1. Sakarya, S. (2007). "Market selection for international expansion: Assessing opportunities in emerging markets", *International Marketing Review*, 24(2): 208-238.
2. Douglas, S. P. and C. S. Craig (1989), "Evolution of Global Marketing Strategy: Scale, Scope and Synergy," *Columbia Journal of World Business*, Fall: 47-59.
3. Viswanathan, N. K., and Dickson, P. R. (2007). "The fundamentals of standardizing global marketing strategy", *International Marketing Review*, 24(1): 46-63.
4. Chen, Shih-Fen S. and Ming Zeng (2004), "Japanese Investors' Choice of acquisitions vs. Startups in The US : The Role of Reputation Barriers and Advertising Outlays", *International Journal of Research in Marketing*, 21: 123-136.
5. Ko, E., Kim, E., Taylor, C. R., Kim, K. H. and Kang, I. J. (2007). "Cross-cultural advertising research: where we have been and where we need to go", *International Marketing Review*, 24(5): 629-651.
6. Townsend, J. D., Yeniyurt, S. and Talay, M. B. (2009). "Getting to global : An evolutionary perspective of brand expansion in international markets", *Journal of International Business Studies*, 40:539-558.
7. Pecotich, A. and Ward, S. (2007), "Global branding, country of origin and expertise: An experimental evaluation", *International Marketing Review*, 24(3): 271-296.
8. Wong, H. Y. and Merrilees, B. (2007), "Multiple roles for branding in international marketing", *International Marketing Review*, 24(4): 384-408.
9. Cayla, J. and Arnould E. J. (2008), "A Cultural Approach to Branding in the Global Marketplace", *Journal of International Marketing*, 16(4): 86-112.
10. Essoussi, L. H. and Merunka, D. (2007), "Consumers' product evaluations in emerging markets: Does country of design, country of manufacture, or brand image matter?", *International Marketing Review*, 24(4): 409-426.

11. Okazaki, S. and Mueller, B. (2007), "Cross-cultural advertising research: where we have been and where we need to go", *International Marketing Review*, 24(5): 499-518.
12. Baldauf, A., Cravens, K. S., Diamantopoulos, A. and Zeugner-Roth, K. P. (2009), "The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity : An Empirical Analysis", *Journal of Retailing*, Article in press.
13. Morgan, Neil A, and Rego, Lopo L. (2009), "[Brand Portfolio Strategy and Firm performance](#)", *Journal of Marketing*, 73(1): 59-74.
14. Bluemelhuber, C., Carter, L. L. and Lambe C. J. (2007), "Extending the view of brand alliance effects: An integrative examination of the role of country of origin", *International Marketing Review*, 24(4): 427-443.
15. Wang, X. and Yang, Z. (2008), "Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry", *International Marketing Review*, 25(4):458-474.
16. Davis, D. F. and Mentzer, J. T. (2008), "Relational Resources in Interorganizational Exchange: The Effects of Trade Equity and Brand Equity", *Journal of Retailing*, 84(4): 435-448.