

**National Taiwan University**  
**Department of International Business**

**Fall 2009**

**International Marketing Management**

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Textbook: Keegan and Green (2008), *Global Marketing* (Fifth Edition)  
Cases: 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 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 as a team.

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

**Course Requirements:**

Class Attendance (No-Absence Policy)  
Class Participation (Participant-Centered) (10%)  
Group Exercises (Teamwork Required) (20%)  
Case Discussion and Presentation (20%)  
Exams (25%)  
Group Term Project (25%)  
Peer Evaluations (for all group activities)

**Positive learning attitude and teamwork are highly required for this course.**

### 1) Class Attendance and Participation Policy:

Since this course is participant-centered (in Harvard Business School Style), class attendance and participation are required and critical for your FINAL GRADE. I track each student's attendance and participation throughout the semester, making sure you learn well.

***Absence is absolutely not allowed in this course. Twenty (20) points will be deducted from your final grade for each absence.*** In case of unavoidable absence, you have to inform the professor in advance to be excused, except emergency or serious illness (with doctor's note). Students missing no classes throughout the semester will be rewarded with bonus points.

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.

### 2) Classroom Behavior and Individual Norms (Violation of "a", "b", "c", and "d" may lead to failure in this course.)

- a) Class time is a valuable and perishable commodity, please be considerate by not arriving late for class, though being late is absolutely better than absent.
- b) **"Raise your hand to talk" Policy:** To maintain classroom order, you need to raise your hand to get the professor's permission to talk. You should not chat with students sitting near you during the lecture.
- c) **"No Laptop, Video Game, and Cellular Phone" Policy:** You are not allowed to use your personal laptop computer, portable video game console, cellular phone and other similar electronic devices in class.
- d) No cheating is allowed for class activities. Cheating = Failure.
- e) Seating will be arranged according to the alphabetical order of students' last names. Please look for your name plate when you walk into the classroom. The seating chart will be finalized after the registration is closed. To be fair, seats will be rotated several times (on a regular basis) during the semester.
- f) Feel free to bring food and drinks to the classroom.

### 3) 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 deadline. This is very important for participant-centered learning, and helps the professor to understand each student

better for the purpose of customer service. Your name plate will be produced based on the information you filled. You will not be allowed to take this course without completing this form before the deadline.

#### **4) Groups:**

Each student will be assigned to a group of certain students with diversified background (depending on the total enrollment) after the registration is finalized. ***Being understanding and open-minded to diversified culture is required for successful global marketers.*** Students can benefit a lot from the diversified cultural background of group members. The group list will be announced right after the final registration deadline. Each group will have to meet at least once a week for group exercises, and report the attendance to the professor. *Creating a very positive and joyful group climate is highly expected by the professor.* Everyone has to work hard and contribute to the group activities as more as possible. No free-riding/undisciplined behavior is expected.

#### **5) Peer Evaluations for Group Activities:**

At the end of the semester, confidential peer evaluations (for group exercises, 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.

#### **6) Always Check and Read Emails from the Professor/TAs:**

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 on a daily basis. You have to leave us a valid email address (which you check very frequently), otherwise you'll miss a lot of important information.

#### **7) Case Discussions:**

There will be three types of case discussions in this class:

(a) *Mini Case Discussion*: Such case discussions will be very short and informal. Readings and questions will be from the textbook. Students need to discuss with group members to prepare a 1-2 page brief answering the questions.

(b) *Case Review*: Such group discussions require no assigned readings. Students just need to generally research the topic and discuss with group members.

(c) *HBS Case Discussions*: Student must come to class having fully read the case, prepared, and discussed with group members in advance, preparing a 1-2 page case brief stating the key points and problems in this case. At the beginning of the class period, I will assign a different question concerning the case to each group. Each group will then have about an hour to prepare a 6 min presentation addressing the assigned question. If you cannot attend any of the case discussions, you must discuss it with me in advance.

### **8) Group Term Project (NTU Global Advertising Award):**

Advertising often reflects various marketing signals of firms. In this project, each group will host an advertising festival (like a film festival) and present the results to the class in your own award ceremony, using all the international marketing knowledge you learn from this course. You will have to learn to be professional judges of various ads, understanding the marketing signals behind ads and sharing what you have learned with other students. Each group will have to collect great new ads from various websites, categorize them, establish criteria for each category according to your theoretical & practical knowledge in marketing, determine the winner of each category, and present the results to the class in an entertaining way. This project is specially designed to strengthen your marketing sense and ability. *I will meet with each group for several times during the semester to assist you work through the project.* More details will be announced in class soon.

The final group project, due on 12/22, should be 15-20 pages (excluding charts and appendices) and double spaced (i.e. 1.5 lines spaced), with 12 point font (Times New Roman) and standard margin in a point-by-point format. 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 on 12/29 and 1/5. Group presentation should be no longer than 25 min. Your presentation grade will reflect all aspects of the presentation, including the information given, entertainingness and presentation skills.

### **9) Feel Free to Ask for the Professor’s Assistance**

Please feel free to contact the professor if you need assistance in learning (related to this course). I will always try my best to be there to help you if you have any problems in learning. Be sure to ask for help because I want you to learn as more as

possible.

## **Tentative Course Topics Covered**

**Subject to Change According to Student Performance and Needs**

**(Class handouts will be distributed to students prior to the discussion of a topic.)**

1. Course Introduction
2. Global Marketing Overview (Chapter 1)  
***Group Mini Case Discussion (Text Case 1-1):***  
***McDonald's Global Expansion While Adjusting Its Local Recipe***
3. Social and Cultural Environments (Chapter 4)  
***Group Mini Case Discussion (Text Case 4-1):***  
***Barbie: Growing Pains as the American Girl Goes Global***
4. Economic, Regional and Legal Environment (Chapter 2, 3, 5)  
***Group Exercise: Case and Reading Summary***
5. Diffusion Theory (Chapter 4)  
***Case Review: The Marketing Revolution of Absolut Vodka***  
***Group Exercise: Short Film Shooting Project Starts***
6. Consumer Behavior (Additional Readings)  
***Group Meeting with Professor (for Short Film Shooting)***
7. Global Marketing Research (Chapter 6)  
***Group Mini Case Discussion (Text Case 6-1)***  
***Research Helps Whirlpool Act Local in the Global Market***
8. Segmentation, Targeting and Positioning (Chapter 7)  
***Case Review: Nokia's STP Strategy***  
***Group Mini Case Discussion (Text Case 7-2):***  
***The Youth of the World Proclaim, "We Want Our MTV!"***  
***Short Film Presentation***
9. Global Product and Brand Decisions (1): Product/Aesthetics (Additional Readings)  
***Case Review: Singapore Airlines: A Great Way to Fly***  
***Group Mini Case Discussion (Text Case 16-1):***  
***Boeing Versus Airbus: A Battle for the Skies***

10. Global Product and Brand Decisions (2): Building Brand Equity (Chapter 10 + Additional Reading)

***HBS Case Discussion:***

***British Airways: The World's Biggest Offer***

11. Midterm Exam (Date to be announced)

12. Pricing Decisions (Chapter 11)

***Case Review: IKEA's Global Pricing Strategy***

***Group Mini Case Discussion (Text Case 11-1):***

***LVMH and Luxury Goods Marketing***

***Group Meeting with Professor (for Term Project)***

13. Global Marketing Communication and Advertising (Chapter 13)

***Group Mini Case Discussion (Text Case 13-1):***

***Adidas AG***

14. Global Promotion (Chapter 14)

***Group Meeting with Professor (for Term Project)***

15. Global Marketing Channels + Entry Strategy (Chapter 8, 9, 12, 17)

***Case Review: Carrefour Expands Abroad***

***HBS Case Discussion:***

***Laura Ashley and FedEx Strategic Alliance***

16. Determinants of Global Marketing Success

***Group Discussion:***

***Examining the Marketing Success of Global Firms***

17. Group Term Project Presentation (Dec. 29 and Jan. 5)

18. Final Exam (Jan. 12)