

National Taiwan University
Department of International Business

Spring 2010

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| International Marketing Management |
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Professor: Dr. J. Chris Lin
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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 (Required)
Class Participation
Group Case Discussions
Exams
Group Projects

Positive attitude, commitment and teamwork are highly required for this course. The professor will track and help your progress throughout the semester.

Peer Evaluation will be performed within each group for all group activities at the end of the semester.

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

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

Harvard Case Discussion:

British Airways: The World's Biggest Offer

11. Midterm Exam (Date to be announced)

12. Global Pricing Decisions (Chapter 11)

Case Overview: IKEA's Global Pricing Strategies

Mini Case Discussion (Text Case 11-1):

LVMH and Luxury Goods Marketing

Term Project Starts

13. Global Marketing Communication and Advertising (Chapter 13)

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)

Harvard Case Discussion:

Laura Ashley and FedEx Strategic Alliance

16. Determinants of Global Marketing Success

Group Case Discussion:

Examining the Marketing Success of Global Firms

17. Group Term Project Presentation

18. Final Exam