

National Taiwan University
Department of International Business

Fall 2010

International Marketing Management

Professor: Dr. J. Chris Lin
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Textbook: Keegan and Green (2010), *Global Marketing* (Sixth 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 and Participation (Required)

Group Exercise and Case Discussions

Exams

Group Midterm Project

Group Final Project

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 Reading (Text Case 1-1):
McDonald's Global Expansion While Adjusting Its Local Recipe
3. Social and Cultural Environments (Chapter 4)
HBS Case Discussion:
Louis Vuitton in India
4. Diffusion Theory (Chapter 4)
Company Overview: The Marketing Revolution of Absolut Vodka
Midterm Short Film Project Starts
5. Global Consumer Behavior (Additional Readings)
6. Global Marketing Research (Chapter 6)
Mini Case Reading (Text Case 6-1)
Research Helps Whirlpool Act Local in the Global Market
Marketing Research Exercise
7. Segmentation, Targeting and Positioning (Chapter 7)
Company Overview: Nokia's STP Strategy
Midterm Project Presentation
8. Global Product and Brand Decisions (1): Product/Aesthetics (Additional Readings)
HBS Case Discussion:
Design Thinking and Innovation at Apple
9. Global Product and Brand Decisions (2): Building Brand Equity (Chapter 10 + Additional Reading)
Company Overview: Singapore Airlines' Brand Equity

10. Midterm Exam (Date to be announced)

11. Global Pricing Decisions (Chapter 11)

Company Overview: IKEA's Global Pricing Strategies

Group Term Project Starts

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

HBS Case Discussion (Contingent):

Laura Ashley and FedEx Strategic Alliance

13. Global Marketing Communication and Advertising (Chapter 13)

HBS Case Discussion:

British Airways: The World's Biggest Offer

14. Global Promotion (Chapter 14)

Group Meeting with Professor (for Term Project)

15. Determinants of Global Marketing Success

Examining the Marketing Success of Global Firms

16. Group Term Project Presentation