

Syllabus of Record



Program: CET Shanghai

Course Code / Title: (SH/MKTG 325) International Marketing

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Marketing / International Business, Business Administration and Management, Communication and Media Studies

Language of Instruction: English

Prerequisites/Requirements: Prior coursework in Economics or Business recommended

Description

Effective marketing satisfies consumer needs and creates consumer value while allowing firms and organizations to achieve their objectives. Businesspeople in all industries need a solid understanding of marketing to operate a successful business. This is even more true today, as international marketing practitioners and researchers confront a significant opportunity and challenge in the globalization of world markets -- particularly in emerging markets, including the rise of Asian economies, corporations, and consumers. This course introduces the concepts and skills essential to creating and critiquing international marketing strategies. Course topics include the environmental forces shaping consumer needs and preferences; the impact of political and economic factors on firms operating across borders; and the influence of international competition, market segmentation, and strategy decisions specific to international marketing.

Objectives

At the end of this course, students will be able to:

- understand the field of international marketing, including methods for assessing foreign markets and different market entry and penetration strategies.
- conceptualize marketing decisions related to product, price, promotion, and place (the marketing mix) to profitably meet the needs of the target market.
- analyze the impact of cultural, social, political, and economic factors on marketing strategies.
- develop the different skills and methods used to develop and implement international marketing strategies.
- identify the risks and rewards facing organizations attempting to establish and maintain global competitiveness.

Course Requirements

Students are required to complete all assigned reading materials before each class. This is vital, as students are expected to actively participate in class discussion. Attendance requirements are outlined in the CET Attendance Policy. The assignments required for this course are:

- Tests: Students take two tests, as scheduled in the syllabus. Test content includes lecture, discussion, and reading content.

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- Individual Presentation: It is important in marketing to not only have creative ideas, but also to be able to clearly present those ideas to senior marketing managers, executives, and clients. In short, public speaking and presentation skills are critical to advancing professionally in the marketing field. Individually, students prepare and deliver a short presentation (less than 20 minutes) on a global product, service, or marketing campaign of interest.
- Team Project: International Marketing Plan and Presentation.
In this course, students prepare an international marketing plan and a corresponding presentation in groups of three or four, due at the end of the term. Teams independently come up with a product line, small business, or organization on which to base a marketing plan. A two-page executive summary describing the product, service, or business selected is due during the middle of the semester. Further details for each step of the team project will be provided in class.

Grading

The final grade is determined as follows:

- Preparation and participation: 10%
- Individual presentation: 10%
- Tests: 50% (two, each worth 25%)
- Group project marketing plan: 20%
- Group presentation: 10%

Readings

Armellini, Guillermo, and Julian Villanueva. "Marketing Expenditures and Word-of-Mouth Communication: Complements or Substitutes?" *Foundations and Trends in Marketing* 5, no. 1 (2010): 1-53.

Aufreiter, Nora A., David Elzinga, and Jonathan W. Gordon. "Better Branding." *The McKinsey Quarterly* 4 (2003) 29-39.

Avery, Jill, and Michael Norton. "Learning From Extreme Consumers." Harvard Business School Technical Note 314-086, January 2014.

Bell, David E., and Jason Riis. "Red Lobster." Harvard Business School Case 511-052, revised February 2011.

Bonoma, Thomas V., and Thomas J. Kosnik. "What Is Marketing?" Harvard Business School Case 590-007, 590-008, July 13, 1989.

Borden, Neil, Jr., Paul W. Farris, and Mark E. Parry. "The Seven Questions of Marketing Strategy." University of Virginia Darden School of Business Case UV2974. Darden Business Publishing, 2009.

Cateora, Philip, John Graham, and Mary Gilly. *International Marketing*. 18th ed. New York: McGraw-Hill Education, 2019.

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- Cespedes, Frank, and Robb Fitzsimmons. "Basecamp: Pricing." Harvard Business School Case 817-067, Revised April 2017.
- Chong, Mark, Chee Wei Tan, Jiao Tan, and Vignesh Baskaran. "Singapore's 'Crazy Rich Asians' Experience of City Branding." Singapore Management University Case SMU-19-0010, May 10, 2019.
- Comin, Diego A., and Richard H. K. Vietor. "China 'Unbalanced.'" Harvard Business School BGIE Unit Case 711-010, November 14, 2011.
- Court, David, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik. "The Consumer Decision Journey." *McKinsey Quarterly*, June 1, 2009. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey>
- Dagogo-Jack, Sokiente W., and Mark R. Forehand. "What Makes People Upgrade Products? Thinking about Self-Improvement." *Harvard Business Review*, April 18, 2019. <https://hbr.org/2019/04/what-makes-people-upgrade-products-thinking-about-self-improvement>
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- Gemeente Utrecht, Eurocities Working Group on City Branding and Attractiveness, and CityLogo Eurocities. *Integrated City-Brand Building: Beyond the Marketing Approach*. Reporting Note on the CityLogo Eurocities Thematic Workshop. Utrecht, Netherlands, October 2-4, 2013.
- Gordon, Jonathan, and Jesko Perrey. "The Dawn of Marketing's New Golden Age." *McKinsey Quarterly*, February 2015. McKinsey & Company: 1-12. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-dawn-of-marketings-new-golden-age#>
- Hammond, John S. "Learning by the Case Method." Harvard Business School Case 376-241, April 1976.
- Harvard Business Review. *Harvard Business Essentials: Marketer's Toolkit: The 10 Strategies You Need to Succeed*. Boston, MA: Harvard Business School Press, 2006.
- Holt, Douglas. "Branding in the Age of Social Media." *Harvard Business Review* 94, no. 3 (March 2016) 40-50. <https://hbr.org/2016/03/branding-in-the-age-of-social-media>
- Ivang, Reimer, and Mohammad Bakhtiar Rana. "Better World Fashion: Circular Economy and Competitive Advantage." IVEY Teaching Case 9B19A021, May 29, 2019.
- Keinan, Anat, and Sandrine Crener. "Jimmy Choo." Harvard Business School Case 515-073, revised July 2015.

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- Kerin, Roger A., and Steven W. Hartley. *Marketing*. 14th ed. New York: McGraw-Hill Education, 2019.
- Key, Thomas Martin, and Andrew J. Czaplewski. "Upstream Social Marketing Strategy: An Integrated Marketing Communications Approach." *Business Horizons* 60, no. 3 (2017): 325-333.
- KPMG. *China's Connected Consumers: The Rise of the Millennials*. 4th ed. KPMG Huazhen, 2017. <https://assets.kpmg/content/dam/kpmg/cn/pdf/en/2017/12/chinas-connected-consumers-the-rise-of-the-millennials.pdf>
- Kumar, Ratan, Kirti Sharma, and Shiv S. Tripathi. "Air France: The Load Factor Puzzle in Business Class." IVEY Teaching Case 9B19A032, July 23, 2019.
- Light, Colin, and Tom Birtwhistle. "Mobile Advertising in China: What Do Chinese Consumers Want and How Should Businesses Be Engaging with Them?" PwC Hong Kong, May 2014. <https://www.pwchk.com/en/migration/pdf/mobile-ad-china-cut-may2014.pdf>
- Lowe, Robin, Alexandra Kenyon, and Isobel Doole. *International Marketing Strategy: Analysis, Development, and Implementation*. 8th ed. London: Cengage, 2019.
- Nielsen Company. "What's Next for China's Connected Consumers: A Roadmap for Driving Digital Demand." The Nielsen Company, 2018. <https://www.nielsen.com/cn/en/insights/report/2018/nielsen-what-s-next-for-china-s-connected-consumers-a-roadmap-for-driving-digital-demand/>
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- Rayport, Jeffrey F. "Advertising's New Medium: Human Experience." *Harvard Business Review* 91, no. 3 (March 2013): 76–84.
- Salomon, Robert. "Globalization: A Cautionary Tale." In *Global Vision: How Companies Can Overcome the Pitfalls of Globalization*, 1-16. New York: Palgrave Macmillan, 2016.
- Steenburgh, Thomas J., and Jill Avery. "Marketing Analysis Toolkit: Breakeven Analysis (CW)." Harvard Business School Spreadsheet Supplement 510-713, February 2010.
- _____. "Marketing Analysis Toolkit: Pricing and Profitability Analysis (CW)." Harvard Business School Spreadsheet Supplement 511-701, July 2010.
- _____. "Marketing Analysis Toolkit: Situation Analysis." Harvard Business School Background Note 510-079, February 2010.
- Teixeira, Thales S. "From TV to Web: Content Strategies for Ads That Drive Online Sales." *IESE Insight* 23 (Fourth Quarter 2014): 54–61.

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Outline of Course Content

Topic 1	Overview of the Principles of Marketing, Learning by the Case Method
Topic 2	Marketing Strategy
Topic 3	Scanning the Marketing Environment
Topic 4	Consumer Behavior
Topic 5	The Market Research Process
Topic 6	Customer Segmentation
Topic 7	New Product Development
Topic 8	Marketing Across Borders, Globalization Strategy and Challenges
Topic 9	Pricing
Topic 10	Brand Management
Topic 11	Advertising
Topic 12	Social Media Marketing
Topic 13	Presentations, Course Summary