

Global Marketing Strategy

Fall 2016

Monday/Wednesday 11:00 AM-12:15 PM

MKTG-UB.0064.01

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Office hours by appointment (I'm generally available Mon-Thurs)

Course Description

This course focuses on the issues companies face when developing and implementing marketing strategies *outside* of their domestic markets. The major feature of this class is a group project based on introducing a product or service in a market other than the US. Each group will choose a product or service, along with an international target market, and then develop a complete marketing plan for introduction into that country. Each group will present their plans to the class where they will be evaluated by faculty and students. In addition, there will be a comprehensive exam covering materials discussed in class based on the textbook and case readings. Students are expected to come to class prepared to discuss the assigned topics. A sense of humor would also be appreciated.

The objectives of the course are to provide students with analytical tools to help them make better international marketing decisions including:

- Environmental analysis
- Social and ethical impact
- Resource allocation and budgeting
- Segmentation
- Branding and positioning
- Pricing
- Entry strategies for developing markets
- Channel design and management
- Communication planning

Project Plan and Presentation

Each team will develop a marketing plan to introduce a product or service into a foreign (non-US) market. While it is becoming increasingly difficult to find major brands that do not already have significant international coverage, there are many smaller markets that have not been penetrated. Part of the assignment is to locate those untapped opportunities. New ventures and product innovations including ventures with social and/or environmental impact are strongly encouraged. The plans will be evaluated for rigor of thought and thoroughness. Additional details regarding the format will be provided in class.

The recommended text is: Global Marketing Management, 7th or 8th edition, Warren J. Keegan, Prentice Hall. The textbook is *not* required, although I strongly recommend you purchase it, especially if you want to be in an international marketing position.

Course Packet: There is a *required* course packet containing cases and articles.

Grading: Team Marketing Plan	40%
Final Exam	50%
Class Participation	10%

Class Schedule

9/7	Course Introduction (The usual stuff...) Project Requirements Teammate Hunt
9/12	Global Marketing Strategy & Implementation Video Case (in class)
9/14	Why Go Global? Read: Keegan Chapters 1 & 2 Case Packet: "Globalization of Markets"
9/19	Marketing Planning Read: Keegan Chapter 3 Case Packet: "Marketing Across Borders"
9/21	International Environmental Analysis Read: Keegan Chapter 4 Case Packet: Mary Kay Cosmetics
9/26	International Market Research Read: Keegan Chapter 6 Case Packet: "International Marketing Research: A Global Project"
9/28	Strategy and International Portfolio Management Read: Keegan Chapter 10 Case Packet: "Diagnosing the International Product Portfolio"
10/3	Resource Allocation and Budgeting Case Packet: "Optimal Marketing"
10/5	Segmentation Read: Keegan Chapter 5 Case Packet: "Unilever: Brazil"

- 10/10 No class
- 10/12 **Global Branding and Positioning**
Read: Keegan Chapter 7
Case Packet: “Dove”
- 10/17 **Entry Strategies**
Read: Keegan Chapters 8 & 9
Case Packet: “San Francisco Coffeehouse”
- 10/19 **Product Design and Management**
Read: Keegan Chapter 11
- 10/24 **Channels of Distribution**
Read: Keegan Chapter 13
Case Packet: BMW
- 10/26 **Pricing**
Read: Keegan Chapter 12
- 10/31 **Exam #1**
- 11/2 **Group Project Work**
- 11/7 **Preliminary Marketing Plan Due**
- 11/9 **Communication Planning--Advertising**
Read: Keegan Chapter 14
- 11/14 **Communication Planning—PR, sales promotions, personal selling**
Read: Keegan Chapter 15 & 16
Case Packet: Ikea
- 11/16 **Managing a Global Marketing Effort**
Read: Keegan Chapter 17
Case Packet: McDonald’s
- 11/21 **Course Summary and Catch-up**
- 11/23 No class—Thanksgiving Break
- 11/28 **Exam #2**
- 11/30 **Marketing Plan Presentations**

12/5 **Marketing Plan Presentations**

12/7 **Marketing Plan Presentations**

12/12 **Marketing Plan Presentations**

12/14 **Marketing Plan Presentations**