

NEW YORK UNIVERSITY
Stern School of Business – Undergraduate Division

MKTG-UG.0064.01
TR: 9:30-10:45p.m
Spring 2017
Office Hrs: TR: 11:00-12.

Professor D. Maheswaran
Department of Marketing
908, Tisch Hall
dmaheswa@stern.nyu.edu

=====

Global Marketing Strategy

Week	Date	Topic
1	1/24,26	Introduction/Overview
2	1/31,2/2	Legal Issues/Ethics
3	2/7,9	Global Intelligence
4	2/14,16	Culture
5	2/21, 2/23	Culture
6	2/28,3/2	Global Supply Chain
7	3/7, 9	Global Product Portfolio
8	3/14 3/16	Global Product Portfolio Midterm Examination
#	3/21, 13	Spring Break
10	3/28, 30	Global Pricing
11	4/4,6	Global Branding
12	4/11, 13	Global Branding
13	4/18,20	Global Advertising
14	4/25, 27	Global Advertising
15	5/2,4	Project Presentations
		Final Examination

Note: Two class sessions will be rescheduled during the lunch hour to accommodate guest speakers.

Teaching Materials

Notes on each topic to be covered and short cases will be handed out in class before the relevant sessions. There is no text book for this course. Other materials and additional readings will be distributed in class as and when needed. We will also have guest speakers from the industry as and when they are available.

Article: “A Step-by-Step Guide to Smart Business Experiments” HBR, Mar, 2011

If you need additional reading, the following text book is recommended. Masaki Kotabe and Kristiaan Helson, “Global Marketing Management”, John Wiley & Sons, 2010.

Faculty

Dr. Maheswaran is Paganelli-Bull Professor of Marketing and International Business. He received a Ph. D in Marketing from Kellogg Graduate School of Management, Northwestern University. He has published widely in leading publications like the Journal of Marketing Research, Journal of Consumer Research, Journal of Personality and Social Psychology and Journal of Consumer Psychology. He has extensive work and consulting experience with major corporations like Unilever, IBM etc., He is a recipient of the Excellence in Teaching award at Stern. He has taught and given seminars in several countries including China, France, Holland, Hong Kong, India, Laos, Thailand, Singapore and Vietnam. He joined NYU in 1986.

Evaluation

Each student will be evaluated on the following basis:

Assignment	% of Grade
Class Participation	20%
Mid Term Examination	25%
Project Presentation/Report	30%
Final Exam	25%

CLASS PARTICIPATION (20%)

While attendance will not be taken, those who attend classes regularly and contribute constructively to group discussion and the enhancement of the quality of class sessions will be rewarded for their effort and motivation for learning. Each student is expected to contribute to class discussion. To a large extent, the benefit students derive from the assignments is related to their willingness to express their opinions and be critically judged by the class. Do not be reluctant to voice your opinion.

In case discussions, high quality class participation includes comments that add to our understanding of a situation. They go beyond mere repetition of case facts. They also take

into account the comments and analyses of your classmates to move our discussion *forward*. Case preparation guidelines for each case are provided in the syllabus. The *quality* of your contribution is more critical than the amount of time that you contribute to the discussion. **Attendance for all the project presentations is mandatory.**

MID TERM EXAMINATION (25%)

The mid term examination will consist of short answer questions, multiple choices, true/false questions and short case based questions. The examination would include materials from lectures, class discussions, class notes, videos and other class materials. The students should be familiar with the all the material discussed in the class. No makeup midterm examination will be granted.

TERM PROJECT (Total 30%)

The course will feature a team project as an end term exercise. Each student or student team (up to four/five people) will choose one of the following two types of projects:

Choose a multinational company that has fairly extensive international operations. Use secondary sources or personal contacts (if any) and prepare an analysis of its global marketing strategy in a target country using the framework discussed in the class.

The paper/project should be between 15-20 pages. In evaluating the paper/project, the main weights will be placed on the following factors:

Research quality	33%
Use of analytical concepts	33%
Writing quality	33%

The topic must be approved by the 4th week of class and the paper is due on the last day of class. You will also need to make a presentation of your project to the class toward the end of the semester. Unexcused late papers will be dropped one letter grade from their actual quality level.

The teams will act as independent consulting agencies and develop an effective marketing plan for the target brand/company. Your team will be expected to assemble the facts already available on the internet, collect as much primary information as possible from company/consumer sources and use the framework developed in the class to analyze the information.

Two outcomes are required for the team term case. First, you and your group will make a presentation to the class and then you and your group will submit a written report.

Project Presentation (15%)

Your agency will make a “Professional” presentation to the class. The presentation will be for about 20 minutes. The class will evaluate the presentation. These evaluations will be incorporated in the final grade for the term project. The order of presentations will be determined by a random draw.

Presentation Requirements

1. All the members of the group should make the presentation.
2. A one page “Executive Summary” should be given to the professor at least one session before the presentation. The executive summary should briefly outline the major recommendations.
3. The concepts and issues discussed in the class should be incorporated in the presentation.
4. The class will evaluate the presentation on its content, style and effort. The class will also evaluate the presentation on its professionalism and creativity. The class will provide a comparative rating of the presentations at the end of the semester. The presentation is expected to be interesting and persuasive.

The Report (15%)

Your report will be an expanded version of your presentation. You’ll discuss the feasibility of the given target market, campaign objectives, and your resulting ad campaign with media plan and evaluation metrics. Justify your campaign as one that appeals to your target market and effectively meets the campaign objectives. Also justify your media choices. Your grade will be based on your ability to communicate that you have learned the course material and can effectively apply the appropriate concepts and information to a real world situation.

Your project report should be no more than 15-20 pages excluding appendix, double-spaced with 12-point font and one-inch margins.

FINAL EXAM (25%)

The final exam will be given to you on the last day of class. The exams should be done individually. You will be given one week to complete and submit the exam.

Class Sessions

Rather than merely rehashing concepts developed in the text, class sessions will be devoted to probing, extending, and applying the text material. It shall be assumed that students have read the text assignments before coming to class.

Handouts that outline the materials to be covered in class during each session will be provided. These handouts also specify in greater detail students' required preparation for the particular week. It shall be assumed that students have examined the appropriate handout materials before coming to class and that students are prepared to discuss any issues raised in the handouts. We'll learn the concepts through *lectures/discussions, cases, and guest speakers*. Class exercises are assigned to provide an added layer of depth and relevance to our class discussions.

Cases are assigned to provide you with an opportunity to apply your knowledge. On the days in which a case is assigned, it is expected that you have not only read the case but you've already formed strategic decisions that you are willing to share (and perhaps modify!) in the class discussion.

Guest speakers are also a part of our learning environment in this course. Participation of the guest speakers requires some flexibility in scheduling. Unexpected changes in the schedule may occur. Your understanding is appreciated.

Deadlines

The course will have specific deadlines for all output expected from the class. These deadlines are fixed and are not open to negotiation. However, medical and personal emergencies will be accommodated based on the merit of the case. Any late submissions will automatically carry a 10% penalty. The specific deadlines will be announced in class.

Instructor/Student Interaction

If at any point during the course you have questions regarding the preparation of cases, exams, or other course-related issues, please do not hesitate to contact the instructor either by phone or in person. If scheduled office hours are inconvenient for you, contact the instructor after class to arrange an alternative time to meet.

Student Responsibilities

You are expected to follow the honor code and be a responsible participant in the class. Strictly no late submissions or extra credits are encouraged. Group exercises should be taken seriously and each individual should contribute equally to the group exercises. Please bring your name card to the class daily and display it for identification

Blackboard

All the class lecture presentations and the class exercises will be made available on Blackboard. The class exercises will be removed after one week. So, if you did not complete the class exercise on time you will not be able to do it. The final examination will also be made available on Blackboard.

STUDENT INFORMATION SHEET

Name: Mr. / Ms. _____

Preferred Name: _____

Email Address: _____

Telephone Numbers: _____

Undergraduate Major: _____

If employed, please write your company name, your title and the type of work you do.

List any previous marketing experience or positions held. Indicate time period

Why are you taking this course and what do you hope to learn?

PEER EVALUATION FORM

Note: Only the instructor will view these peer evaluations.

1. Please list the names of your group members in the spaces below. Do NOT INCLUDE YOURSELF.

Group Members' Names:

Points:

_____	_____
_____	_____
_____	_____
_____	_____

Total=100

Now, take 100 points and divide it among your group members based on their overall contribution to the group exercises. For instance, if you have three group members, including yourself, then there should be two names written above. If you feel that both of those group members contributed equally to the project then you would give them each 50 points (total=100 points). If they did not contribute equally, then give them each the points that you feel fairly describes their contributions (total=100 points).

2. Please do the same thing but this time INCLUDE YOURSELF as one of the group members.

Group Members' Names:

Points:

_____	_____
_____	_____
_____	_____
_____	_____

Total=100

3. Please take the time to explain your ratings in more detail on the back of this page. (For instance, if your group members did not contribute equally to the group, please provide me with an outline of each group member's responsibilities and participation).