



Boston University International Programs
London

Boston University British Programmes
Seminar in Global Promotional Strategies
COM CM 457 (*Elective A*)
Spring 2011

Instructor Information

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Course Description

Knowledge of international markets and how to exploit them is almost essential in business. International markets are inherently riskier and more complex than domestic markets but they provide great opportunity and interest for corporate and personal growth.

Success in international markets requires the marketing manager to integrate and appreciate the interaction between various elements of the international strategy development process. This course develops the skills and knowledge that are essential to compete effectively in the international arena.

Course Objectives

On completion of this unit, students should:

- appreciate the complexity of the international macro environment and its impact on marketing strategy
- perform comprehensive comparative analysis to inform marketing strategy
- recognize the role of governments and international institutions in international trade
- be able to use a range of strategic marketing tools and techniques to develop an international marketing strategy
- recognize the skills, knowledge and systems required to implement successful international marketing strategies

Course Structure

Classes will be formed of lectures, discussions, videos, exercises and group discussions. Relevant case studies, articles and academic papers will enable you to examine topical, practical international marketing issues during class.

Prerequisites

We recommend that students should have taken the core class COM CM 521 British and European Marketing Strategy or have a basic knowledge of marketing. However, this is not an essential requirement for participating in this course.

Required Reading

International marketing is a dynamic subject and you should read a broad sheet regularly (The FT, The Times, The Independent) and a business journal such as the Economist. Your reading will be supplemented by papers and case studies given weekly by the lecturer. You should also read:

- **International Marketing Strategy**, 5th Edition, Doole and Lowe, Thomson Publishing (ISBN 1844807630)

Other useful texts include:

- **International Marketing**, 3rd Edition, Cateora and Ghauri, McGraw Hill **ISBN-10:** 0077122852 **ISBN-13:** 978-0077122850
- **Global Marketing Management, A European Perspective**, Keegan and Schlegelmilch, FT Prentice Hall, (ISBN 0138418268)
- Marieke de Mooij **Global Marketing and Advertising: Understanding Cultural Paradoxes** Sage Publications, Inc; Third Edition 2009 **ISBN-10:** 1412970415 **ISBN-13:** 978-1412970419
- **Global Marketing: A Decision Oriented Approach**, Hollensen, FT Prentice Hall, (ISBN 0273706780)

Additional readings may be posted on the course webpage:

<http://www.bu-london.co.uk/academic/cm457> (you must be logged in to view materials).

Useful Websites

<http://bbc.co.uk>

www.interbrand.com

<http://globaledge.msu.edu/ibrd/ibrd.asp>

www.ipa.co.uk

<http://www.bized.co.uk/>

www.iso.org

<http://www.doaj.org/>

www.mckinseyquarterly.com

<http://www.geert-hofstede.com/>

www.wto.org

<http://www.newsdirectory.com/>

www.business-today.com

www.cia.gov/cia/publications/factbook/index.html

www.cim.co.uk

www.datamonitor.com

www.economist.com

www.ft.com

www.imf.org

Course Assessment

Seminar paper	40%
Macro-environmental analysis	30%
Examination	30%

Grading

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism:

<http://www.bu-london.co.uk/files/images/ACADEMICHANDBOOKSP11.pdf>

Seminar Paper

This is a group project. You will be allocated a topic from those below and your group is expected to give a presentation during class in the appropriate week. Seminar topics are:

1. Evaluate the role of the WTO in international trade. (Your presentation should include the history and development of the WTO).
2. Continuing cultural convergence means that cultural factors are unimportant in developing marketing strategy. Discuss.
3. Globalisation results in higher living standards for consumers across the globe. Discuss.
4. Using company examples, evaluate each of the international market entry strategies.
5. Using company examples, evaluate ethnocentric, polycentric and geocentric approaches on marketing strategy.

Macro-environmental Research

Select a country from the list below. You are expected to perform a full macro-environmental analysis and identify market opportunities within your selected country. Although you will give a group presentation in class (20 minutes), you are expected to hand in an individual 800-word report that details your findings.

Brazil China India Indonesia Malaysia Vietnam Korea
Poland Singapore Thailand Turkey Russia South Africa Ukraine

Examination

This will be a two-hour final examination. Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.

Please check your email and the weekly Student Newsletter for field trip updates and reminders, if any are to be included.

Course Schedule

Monday 17 January

Session 1 **The dynamics of international marketing**

- the strategic importance of international marketing
- key trading nations and world trade patterns
- macro factors driving world trade
- the impact of protectionist measures
- trade facilitators and institutions that foster world trade (trading blocs, WTO etc)
- the history and development of the EU

Seminar briefings

Reading: Chapters 1 & 2

Case: Adidas: the Marketing policy for the European Market
Apple Inc. i Phone

Tuesday 18 January

Session 2 **The International macro environment**

- the purpose and methodology of comparative analysis
- political and legal factors
- economic factors
- social and cultural considerations
- technological factors

Seminar 1: Evaluate the role of the WTO in international trade and more generally, the role of trade in an economic downturn. (Your presentation should include the history, development and current challenges for the WTO).

Reading: Chapter 3

Case: Strategy Formulation at Zanzibar
Starbucks: Going Global Fast

Paper: The Age of Customer Capitalism, HBR, 2010 issue 1 and the
Downturn Rule for Marketers (McKinsey Quarterly, 2009, 1

Monday 24 January

Session 3 **Assessing international marketing opportunities**

- the role of marketing research and the research process
- primary research techniques and associated issues
- opportunity identification and analysis
- the international marketing information system
- consumer behaviour and market segmentation

Seminar 2: Continuing cultural convergence means that cultural factors are unimportant in developing marketing strategy. Discuss.

Reading: Chapter 4

Case: EuroDisney
Coke and Pepsi Learn to Compete in India
UGG Boots

Tuesday 25 January

Session 4 Strategic development

- managing internationally and marketing strategy development
- factors influencing international strategy formulation
- Globalisation: alternative views and strategic responses
- creating competitive advantage

Seminar 3: The new phase of globalisation and the proliferation of markets. Discuss.

Macro-environmental analysis 1

Reading: Chapters 5 & 6

Case: Daimler Chrysler and the challenges for international M &As :
Wal-Mart in Germany
L'Oreal

Paper: The globalization of markets, Levitt, Harvard Business Review (reprint)

Monday 31 January

Session 5 International market entry strategies

- entry strategies
- indirect and direct exporting
- direct investment
- cooperative strategies

Seminar 4: Using company examples, evaluate each of the international market entry strategies.

Macro-environmental analysis 2

Reading: Chapter 7

Case: Pepsi and Cola in India
Ikea in Russia/ Ikea in Asia
Zara

Tuesday 1 February

Session 6 International product and service strategy decisions

- standardisation vs adaptation
- globalisation
- the new product development process in international markets
- the complexities of services marketing
- image, branding and positioning
- packaging issues

Seminar 5: Using company examples, evaluate ethnocentric, polycentric and geocentric approaches on marketing strategy.

Macro-environmental analysis 3

Reading: Chapter 8

Case: Guinness
Absolut
IMAX

**** Contingency Class Date: Friday 4 February.** Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.

Monday 7 February

Session 7 International communication strategy

- developing an international communications plan
- factors in selecting appropriate media and the problems arising from national variations in media supply
- negotiation and the art of personal selling
- international CRM strategy
- the Keegan approach

Macro-environmental analysis 4

Reading: Chapter 9

Cases David Beckham Brand

Dyson

Sony Music Entertainment

Paper: Simon Anholt **Great Brand stories: Brand America** Marshall Cavendish; New Edition 2009 edition (15 Mar 2010) **ISBN-10: 1905736568**

Tuesday 8 February

Session 8 International pricing strategy

- domestic vs. international pricing
- the complexities in international pricing
- the Euro and its impact on pricing in European markets
- currency considerations and commodities markets

Macro-environmental analysis 5

Case study: Levi Strauss Signature

Luxotica

Reading: Chapter 11

Paper: Profiting from Proliferation McKinsey & Co, 2006

Friday 11 February

Session 9 International distribution strategy & Revision

- challenges in international distribution strategy including the regulations of exporting and importing
- selecting, managing and controlling overseas intermediaries (particularly franchisees)
- relationship marketing in the international context
- international retail trends
- syllabus revision and examination requirements

Reading: Chapter 10

Case: TESCO: Going Global

Aldi Lidl International Expansion of two German Grocery

Discounters

The Body Shop

Tuesday 15 February

Final Examination. Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.