

Boston University
College of Communication
CM 738 - Global Marketing Communication
Professors: Otto Lerbinger and Tobe Berkovitz
Summer 2011

Course Syllabus, part 1

Course Description: Reviews the basic terminology and concepts that are the foundation of global marketing communication. Examines the critical variables, economic, political, and cultural factors required to market products and services in a wide variety of countries and regions. The course includes relationships among multinational corporations and international entities exploring controversial issues such as globalization and sustainability. Consumer behavior and research are in the context of decision-making about branding, product differentiation and positioning. Strategies and tactics about markets and target audiences are discussed. Guest speakers and case studies are used to show how strategies and concepts are applied to practical marketing situations. The tactics of integrated marketing communication, such as advertising public relations and sales promotion, are explored. Included is the use of new technology for diverse countries and target audiences.

Required Reading:

Reading assignments are in the syllabus under each class session and posted on the Blackboard.

Course Objectives:

1. Learn how to apply concepts and practices of communication theory and contemporary mass media to the practical problems of global marketing communication.
2. Develop strategies, tactics and skills to research, manage and evaluate campaigns supporting marketing objectives.
3. Understand the many variations in human behavior, cultures, politics, economies, and social structures and how they affect the application of marketing strategies and campaigns in different countries and regions of the world.
4. Evaluate the impact of the global economy on selected countries and industries and develop the ability to create strategic marketing communication plans in the current economic environment.
5. Qualify for an entry-level or middle-management marketing position in a company, service provider, government agency, research firm, organization, advertising agency, public relations agency or marketing firm.

Course Outline and Schedule, First Half of the Semester

Part I -- Nature of Global Marketing Communication

1. Overview of global marketing communication
(Thursday May 26)
 - a. An introductory perspective on global marketing
 - b. Evaluating business sectors in the global marketplace
 - c. The role of manufacturing in the global economy

- d. The rise of knowledge-based industries
- e. The service, transportation and government sectors
- f. The framework for evaluating market segments
- g. Course themes: sales, branding, reputation, engagement, control

Readings: *Ketchum Out & In Slide*

Burson Marsteller New Media Presentation

Farewell Britannia

Reforming gloomy France

In Amazon, Rain Forests Give Way to Shopping Malls

After Early Errors, Wal-Mart Thinks Locally to Act Globally

McCann Offers Peek at Lives of Latin America's Poor

A Continent of New Consumers Beckons

A New Class of Consumers Grows in Africa

Part II: Market Planning

2) Marketing research and strategy formulations in the ever-changing global marketplace
(Wednesday June 1)

- a. The process of consumer behavior
- b. Analyzing needs, desires and costs of the target market
- c. Involvement and engagement in the consumer behavior process
- d. Connecting consumer research and consumer behavior
- e. Research methods in the digital/interactive era of empowered consumers
- f. Segmenting target audiences

Readings: *Marketers literally want to take consumers' pulse*

Fashion Nation What Retailers Know About Us

Making Ads That Whisper to the Brain

ARF Panel Finds Promise for Neuromarketing, but Also Plenty of Problems

Is the Ad a Success? The Brain Waves Tell All

Hidden Persuasion or Junk Science?

Enlisting Science's Lessons To Entice More Shoppers

Agencies Don Lab Coats To Reach Consumers

Are You A Left Brainer or a Right Brainer?

The Way the Brain Buys, Economist

Marketing resources: VALS

PRIZM Market Segments

Digital Savvy Consumer

Case: The Chinese Marketplace

Readings: *Bamboo capitalism*

Let a million flowers bloom

Chinese internet giants

Influencer S.Y. Lau

Behind China's Great Firewall

Oh, To Be a Millennial in China

China's Army of Graduates Struggles for Jobs

In China, Multinationals Forgo Adaptation for New-Brand Creation
Marketers Play on Nostalgia, China
For Unilever, Branded Drama Is Unbeatable in China
In China, Cultivating the Urge to Splurge
Dolce & Gabbana to Expand in China
Fitting Shades the the Chinese
Starbucks Menu Expands in China

Part III: Integrated Global Marketing

3) The strategic marcom plan (Thursday June 2)

- Analyzing the brand and consumer marketplace
- a. Understanding brand strategy in the global environment
 - b. Marcom objectives
 - c. Selecting the best marketing mix options for the client and its target audience
 - d. Advertising, an expanded perspective
 - e. Public relations, the age of hype and interactivity
 - f. Interactive, digital and social marketing
 - g. Sales promotion
 - h. Direct sales
 - i. Viral marketing, blog marketing

Readings: *Bob Garfield's Chaos Scenario*, AdAge
Listenomics, Ad Age
Multiscreen Mad Men, NYT
The Secrets of Marketing in a Web 2.0 World, WSJ
Marketing in the World of the Web, WSJ
How to Weather a Twitter Storm, AdAg
Crashing Motrin-Gate: A Social-Media Case Study, AdAge
How Twittering Critics Brought Down Motrin Mom Campaign, AdAge
To Respond or Not to Blogger's Sniping?, Boston Globe

Case: The Marketplace in India

Readings: Is India A Superpower in the Making

- A bumpier but freer road
- Business Class Rises
- Out of India
- In India, Doubts Gather Over Rising Giant's Course
- Foreign Investment Ebbs
- New Arrivals Strain India's Cities to Breaking Point
- Send for the supermarketers
- Marriott Plans Hotel Expansion in India
- Starbucks Brews Plan to Enter India

4) Global Marketing Communication White Board Session

(Wednesday June 8)

Jordan Vadnais of MediaArts Lab and Alison Palmer of Penn Schoen Berland will discuss consumer insight, market research and the development of brand strategy. This will be

followed by an opportunity to brainstorm for the final marcom course project. Be prepared to discuss the beginning of the process developing the marcom plan for your client. During class we will discuss each student's client and begin formulating the research, strategy, target audience, media and message for the project. Jordan, Alison and I will work with the class suggesting recommendations for moving forward on the final marcom project.

5) Visit to Publicis Group UK

(Thursday June 9)

Site visit to the office of Publicis UK a premiere global advertising and integrated agency. Hosted by Ed Reynolds Regional Account Director. The presentation will be a case study of P & G global Oral Care by Melissa Schulz SVP, Stacey Zimmerman Account Director and Ed Reynolds.

FINAL COURSE PROJECT

Select a country, city, tourist attraction, or hospitality provider to be your client. Create a marketing communication plan that achieves business and communication goals for the client. Perform market, media and consumer research that provide a strong foundation on which to build the marcom plan. Present the plan as a PowerPoint using 15-30 slides. Include sources on slides or as an appendix. The marketing communication plan should include whichever of the following subjects are appropriate for the client. The client cannot be American.

Environmental Analysis

- . **Socio-demographic environment: demographic changes, ethnic influences, lifestyle, social and cultural trends**
- . Economic environment: global, national, regional
- . Political environment
- . Technological environment: consumer technology, consumer attitudes towards technology
- . Ecological environment: social activism

Situation Analysis

- . **The marketplace battleground of the brand, service or organization: global analysis, domestic analysis, product category (where applicable)**
- . **Marketplace: competition in category, competing categories, market growth potential**
- . **SWOT Analysis: strengths, weakness, opportunities, threats**
- . Client: corporate culture
- . Marketing mix strategy and creative strategy of client and competition
- . Product or service: features, benefits, differentiation
- . Brand and product category life cycle stage: intro, growth, maturity, decline

Target Audience

- . **Prime prospects, stakeholders**
- . **Segmentation (determine appropriate segmentation criteria)**
- . **Demographics, lifestyle, media use**
- . Consumer behavior & purchase patterns
- . Mass markets and niche markets

Communication Objectives

- . **Communication strategy (objective for the campaign)**

- . **Positioning:, differentiation, USP**
- . **Campaign communication theme**
- . **Big idea (creative expression of the message)**
- . Brand vision, insight and perceptions
- . Integration strategy
- . Creative strategy

Marketing Mix Plan

- . **Promotional mix strategy**
- . Media mix
- . Flighting
- . Place and sales outlets

Course grades are based on the following:

MarCom Plan:	40%
Class participation and presentations:	30%
Exam:	30%

Letter grades are based on chart shown in COM catalogue (p.89).

Plagiarism: The Boston University plagiarism policy applies to all course work in the London Program.