



Boston University Study Abroad London

Boston University Study Abroad Seminar in Global Promotional Strategies COM CM 457 (*Elective A*) Spring 2013

Instructor Information

A. Name

Andrey Jichev

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 global marketing strategy
- perform comprehensive comparative analysis to develop a global promotional strategy
- be able to use a range of strategic marketing tools and techniques to develop a global strategy
- recognize the skills, knowledge and systems required to implement successful global promotional 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.

Attendance Policy

Classes

All Boston University London Programme students are expected to attend each and every class session, tutorial, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or

unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness, for which students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). **Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence**

Students may apply for an authorised absence only under the following circumstances:

- Illness, supported by a local London doctor's note (submitted with Authorised Absence Approval Form).
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases (for example, death in close family) allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Required Reading

International marketing is a dynamic subject and you should read a broad sheet regularly (The FT, The Times, The Daily Telegraph); business journals such as the Economist and the major marketing and advertising specialized magazines. Your reading will be supplemented by papers and case studies given by the lecturer.

You should also read:

- Doole, I., & Lowe R. **International Marketing Strategy. Analysis, development and Implementation**, 6th Edition, 2012, Thomson Publishing (ISBN 978-1-4080-4407-0)
- Belch and Belch **Advertising and Promotion: An Integrated Marketing Communications Perspective**, 9 edition, 2012, McGraw Hill, (ISBN 978-007 13440-4)

Other useful texts include:

- Allen, Semenik, Kaufmann, O'Guinn **Advertising and Promotions: an Integrated Brand Approach**, International Edition 2012, South Western CENGAGE learning ISBN 978-0-538-47986-8
- de Mooij M, **Global Marketing and Advertising: Understanding Cultural Paradoxes**, Sage 3rd edition, 2010, ISBN 978-1-4129-7041-9

There will be a number of case studies and readings from:

- Dahlen M., Lange F. & Smith T., **Marketing Communications: A Brand Narrative Approach**, 2010, (ISBN 978-0-470-31992-5)
- Ghauri P. & Cateora P. **International Marketing** 3rd edition, 2010, ISBN 100-07-712285

- Hackley, C, **Advertising and Promotion: an Integrated Marketing Communications Approach** , Companion Website 2010, ISBN 978-1-84920-145-2
- Hollensen S. **Global Marketing: Decision Oriented Approach**, , FT, Prentice Hall, 5-th edition 2011, (ISBN 978-0273-72622-7)
- Hollis, N. **The Global Brand: How to create and develop lasting brand value in the world market** , 2010 Millward Brown Palgrave Macmillan, ISBN 978-0230-62056-8
- Jobber, D. **Principles and Practice of Marketing**, 6th edition McGraw Hill 2010 ISBN 13-978-0-07-712330-7
- **Strategic International Marketing: An Advanced Perspective**, edited by Melewar and Gupta, 2012 Palgrave Macmillan ISBN 978-0-230-58024-4

Additional readings may be posted on the course webpage: <https://lms.bu.edu> (you must be logged in to view materials).

Useful Websites

<http://bbc.co.uk>

<http://www.brandchannel.com>

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

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

www.business-today.com

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

www.datamonitor.com

www.economist.com

www.ft.com

www.interbrand.com

www.mckinseyquarterly.com

www.wto.org

Course Assessment

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

Grading

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism: <http://www.bu.edu/london/current-semester>

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. Developments in the global political, economic and financial environment. The role of regional integration, the WTO and the IFIs in promoting global trade. Discuss.

2. Discuss the impact of consumer insights and the new media on developing a successful global promotional strategy.
3. “Continuing cultural convergence means that cultural factors are unimportant in developing global promotional strategy”. Discuss.
4. The challenges of proliferation of products, distribution and communication channels and their impact on global promotional strategy. Discuss.
5. What promotional strategies should the aspiring global brands from the emerging economies adopt in order to compete successfully on the global markets?

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 presentation in class (20 minutes), you are expected to hand in an individual 800-word report that details your findings.

Argentina Brazil China India Egypt , Indonesia Korea Malaysia Mexico Morocco Nigeria Poland Russia, Singapore, Thailand, Turkey, South Africa Ukraine Vietnam

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.

Grading

Please refer to the Academic Handbook for detailed grading criteria and policies on plagiarism: <http://www.bu.edu/london/current-semester>

Course Schedule

Monday 21 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 and the impact of protectionist measures
- trade facilitators and institutions that foster world trade (WTO, etc)
- the development of trading blocs and the specifics of the EU

Seminar briefings

Reading Stella Artois: Reassuringly Expensive Wife Beater? (Dahlen)
 Apple Macintosh “”Hello, I’m a Mac (Dahlen)
 Microsoft Windows: Life without walls (Dahlen)
 Sky TV (Dahlen)
 LEGO (Dahlen)

Tuesday 22 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
- Reading: Chapters 1 & 2 (Doole & Lowe)
- Case studies Strategy Formulation at Zanzibar (Cateora)
 Adidas: the Marketing policy for the European Market (Cateora)
 Manchester United (Hollensen)

Monday 28 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
- consumer behaviour and market segmentation

Seminar 1: Developments in the global political, economic and financial environment. The role of regional integration, the WTO and the IFIs in promoting global trade. Discuss.

Reading: Chapter 3 & 4 (Doole) Chapter 1 (Belch)

Case: Google in Japan, Germany and France
 MTV in the Arab world
 Ebay in Japan
 Nokia in Germany

Tuesday 29 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

Reading: Chapters 5 & 6 (Doole) Chapter 2 and 4 (Belch)

Case: Wal-Mart in Germany (Cateora)
 L'Oreal (Cateora)
 Zara (Hollensen) H&M gets Hotter (Jobber)
 Ryanair and Easyjet (Jobber)

Field trip The Olympic Village and Westfield

Monday 4 February

Session 5 International market entry strategies

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

Seminar 2: Discuss the impact of consumer insights and the new media on developing a successful global promotional strategy.

Macro-environmental analysis 1

Reading: Chapter 7 (Doole) and Chapter 7 (Belch)

Case: IMAX (Hollensen)
 IKEA in Russia (Cateora) & IKEA in South America (Hollensen)
 UGG Boots (Cateora)

Burberry (Jobber)

Field trip: Harrods and Whole Foods

Tuesday 5 February

Session 6 International product and service strategy decisions

- standardisation vs adaptation
- the new product development process in international markets
- the complexities of services marketing
- image, branding and positioning
- packaging issues
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Seminar 3: “Continuing cultural convergence means that cultural factors are unimportant in developing global promotional strategy”. Discuss.

Reading: Chapter 8 (Doole)

Case: Dyson (Hollensen)

Ben & Jerry (Dahlen)

Cappuccino Wars and Fairtrade Coffee (Jobber)

Case 21 Road to the future The development of Mini E (Jobber)

The best global brands 2012 (www.brandchannel.com)

**** Contingency Class Date: Friday 8 February.** Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.

Monday 11 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
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Seminar 4: The challenges of proliferation of products, distribution and communication channels and their impact on global promotional strategies. Discuss.

Reading: Chapter 9 (Doole) Chapters 10 (Belch)

Cases: Beckham and Ronaldo (Jobber)

Guinness (Jobber)

Tesco and CRM (Jobber)

Bottling it in Europe (Jobber)

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

Tuesday 12th 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

Reading: Chapter 11 (Doole) Chapter 16 and 17 (Belch)

Paper: Profiting from Proliferation McKinsey & Co, 2006

Case studies: Levi Strauss Signature (Cateora)

OneCafe (Hollensen)
Heineken (Dahlen) and Becks (Dahlen)
Netto, Lidl, Aldi (Jobber)

Seminar 5: What promotional strategies should the aspiring global brands from the emerging economies adopt in order to compete successfully on the global markets?

Friday 15 February

Session 9 International distribution strategy & Revision

- challenges in international distribution strategy
- selecting, managing and controlling overseas intermediaries
- relationship marketing in the international context
- international retail trends
- syllabus revision and examination requirements

Macro environmental analysis 1 & 2

Reading: Chapter 10 (Doole) Chapter 19 (Belch)
Made in China- Marketing Tsingtao Beer Internationally (Jobber)
Google (Jobber)
Giftmaster (Jobber)

Field Trip: VS, Banana Republic and Abercrombie and Fitch – The London experience

Tuesday 19 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.