



Boston University International Programs
London

Boston University British Programmes
Seminar in Global Promotional Strategies
CAS IP 404 (*Elective A*)
Fall 2009

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
- recognise 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
- recognise 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**, 2nd Edition, Cateora and Ghauri, McGraw Hill (ISBN 0 077108302)
- **Global Marketing Management, A European Perspective**, Keegan and Schlegelmilch, FT Prentice Hall, (ISBN 0138418268)
- **International Marketing**, Terpstra, Thomson Publishing (ISBN 0030211123)
- **Global Marketing: A Decision Oriented Approach**, Hollensen, FT Prentice Hall, (ISBN 0273706780)
- **Marketing Insights for the Asia Pacific** by Siew Meng Leong, Swee Hoon Ang and Chin Tiong Tan, Heinemann, (ISBN 9971645327)

Additional readings may be posted on the course webpage:

<http://www.bu-london.co.uk/academic/ip404> (you must be logged in to view materials).

Useful Websites

<http://bbc.co.uk>

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

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

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

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

<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

www.interbrand.com

www.ipa.co.uk

www.iso.org

www.mckinseyquarterly.com

www.wto.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/ACADEMICHANDBOOKFA09.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.

China

India

Philippines

Poland

Singapore

Thailand

Turkey

Brazil

Russia

Examination

This will be a two-hour final examination.

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

Course Schedule

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: The Ikea approach

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: McDonald's: A global cultural icon?
Paper: China's Five Surprises, Edward Tse, 1/16/06

Session 3 Assessing international marketing opportunities

- the 12C analysis
- 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

Session 4

Strategic development

- managing internationally and marketing strategy development
- factors influencing international strategy formulation
- structuring the organisation
- 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: Nestle

Paper: The globalization of markets, Levitt, Harvard Business Review

Session 5

International market entry strategies

- entry strategies
- indirect exporting
- direct exporting
- direct investment
- cooperative strategies
- Corporate Social Responsibility internationally

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

Macro-environmental analysis 2

Reading: Chapter 7

Case: Gucci: The rise and fall of a luxury family brand

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: Coco-colonisation (The Rebel Sell, Chapter 8)

Paper: Internationalization strategies for services, Gronroos, Journal of Services Marketing, Vol 13 No 4/5 1999, pp 290-297

**** Make-up Class Date: Friday 25 September. Should any class dates need to be rescheduled, students are obligated to keep this date free to attend classes.**

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

Case: The Harley Davidson approach

Paper: Advertising agency management of domestic and international accounts, Sanford and Maddox, International Marketing Review, Vol 16, No 6, 1999, pp 504-517

Session 8 International pricing strategy

- domestic vs international pricing
- the complexities in international pricing
- multinational pricing
- the Euro and its impact on pricing in European markets
- currency considerations and commodities markets
- managing the risk of non-payment
- countertrade

Macro-environmental analysis 5

Reading: Chapter 11

Paper: Kellogg's – internationalisation versus globalisation of the marketing mix, Vignali, British Food Journal, Vol 103, 2001, pp 112-130

Session 9 International distribution strategy & Revision

- challenges in international distribution strategy including the regulations of exporting and importing
- the importance of Incoterms
- import and export documentation
- 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: The Body Shop

Paper: International market development through networks, Johnsen and Johnsen, International Journal of Entrepreneurial Behaviour & Research, Vol 5, No 6, 1999, pp 297-312

Final Examination

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