

MKT 621 – Global Marketing  
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Spring Term 2018

### Introduction

Markets have become truly international. More open and integrated international markets create opportunities and competitive challenges for small and large companies as well as for firms in traditional and high-tech industries and in many service businesses. The course portrays these challenges and presents how students and managers should design and execute marketing strategies to optimize market performance in the international arena. The foundation for a successful international marketing program is a sound understanding of the marketing discipline. The course will build on this understanding and seek to broaden participants' skill-set by emphasizing its application to a dynamic and complex international environment.

*Global Marketing* is designed for students who expect to undertake international marketing assignments, work for multinational corporations or help smaller companies expand internationally. At the end of the course, the student will be able to identify and evaluate opportunities in international markets, adapt marketing programs to specific markets, and develop international marketing strategies including the international branding strategy. In order to acquire this skill-set, the teaching in this course is built on the following elements:

- lectures and class discussions,
- case study work and case discussions.

### Course Registration

We have a restricted course capacity of 48 students. Therefore, **it is mandatory that you apply** for this course. The application process is coordinated via the student portal<sup>2</sup>. The 'help' section of your portal<sup>2</sup> landing page provides detailed information on the application process for courses with restricted course capacity in the Mannheim Master in Management.

Students will be allocated to a specific case team. The team allocation will be communicated in the first lecture. For organizational reasons, team switching is not possible.

There will be an introductory kick-off session providing detailed information on the course on February 13, 2018. The first lecture will take place on February 20, 2018. Please request access to the Global Marketing group on the **e-learning platform ILIAS** after your enrollment has been confirmed. You can do so by using your student identification and password provided by the registrar ("Studienbüro"). The ILIAS membership is pivotal since we will provide you with important information such as updated slides, the final case allocation, and contact information of team mates via ILIAS.

Please note that this course is a **graduate level marketing course**. The course is not appropriate for students without prior exposure to marketing. Students without the appropriate marketing background will not be accepted for this course.

## Course Requirements

This course is composed of a weekly lecture and individual case work. Once the case work phase has started, it is no longer possible to withdraw from the course without valid reasons ([§11 Master's Program Examination Regulations](#)).

### *Case Work: In-Class Consultant Presentations*

The best way to develop an appreciation and aptitude for conducting international business is to apply your knowledge of marketing concepts to actual international business situations. In addition to exploring the theoretical aspects of international marketing, we will therefore analyze case studies during the course. Each student will work a team to analyze and present one case in class. The student allocation per case depends on the final enrolment. The team presentation should focus on the key issues in the case as indicated in the preparation questions and your recommendations about how the company should move forward. You shall prepare this presentation as if you were a team of consultants trying to convince the CEO or Executive Board. In 'consulting terms' you are supposed to pitch your case to the audience. Another group of students will play the role of a rival consultant team equally trying to pitch their project. The class will play the role of the decision maker(s) and discuss the different proposals.

#### Deliverables:

- The final version of the presentation (4:3 power-point format; don't forget to include page numbers) is due to be submitted on the **Friday preceding the scheduled case presentation** by no later than 12 pm (noon) (send to [vonjanda@bwl.uni-mannheim.de](mailto:vonjanda@bwl.uni-mannheim.de)).
- It is not necessary to bring printouts of the presentation.

The presentations must not exceed 20 minutes (maximum of **10 slides main body, 5 slides appendix**). Make sure that you can present within this time frame. Adherence to the presentation time limit will be part of the overall presentation performance. Plan your presentation to be structured as follows: (1) introduction and problem definition, (2) analysis, (3) recommendation(s), and (4) conclusion(s)/outlook (see also the section below: A Note on the In-Class Presentation). Don't forget to include a cover page indicating course title, term, name of professor, team number, names of team members, title of case, and date. Please be aware of potential compatibility problems of presentations designed with Mac computers as we use Windows computers at the university. Late submissions will result in a deduction from your grade.

Please note that you are **not allowed to bring updated versions** of your presentations on the day of your presentation.

### *Class Participation*

You must be prepared to discuss all assigned readings and cases. Because global marketing is such a broad topic, we must all contribute insights from our various life experiences. Your comments should reflect a depth of understanding indicative of thorough analysis, incorporation of reading and lecture material. You should be prepared to articulate and defend your position when called to do so. Active participation of all students is required, but quality and frequency of comments is more important than duration of each comment. If you are not prepared to discuss a case, please let us know in advance. Please be on time as late arrivals disrupt the class.

### Exam

At the end of the course students will sit a 60 minutes closed-book, closed-notes exam consisting of short-answer, multiple-choice, and analytical questions covering lecture material, readings, and cases.

### Elements of Course Grade

In-Class Presentation (team grade)	40%*
Final Exam 60 minutes (individual grade)	60%

\*with peer evaluation

For the in-class presentation we will conduct a peer rating. For this peer rating, each team member will evaluate the performance of all other team members. Team members with consistently high peer rating will receive a higher grade than the rest of the team, and vice versa.

### Course Material

For this course, you will need to purchase a reader for 12,00 EUR which contains the lecture slides, the case studies, and a set of *required* articles. The reader cost also cover the licensing fees for all cases used throughout the course. Readers will be available Tuesday, **February 13**, Monday, **February 19**, and Tuesday, **February 20**, from **10 – 12 am** and **1 – 3 pm** at the chair's office in **L5, 1, room 0.11** (ground floor to the right).

Mandatory readings include:

- the lecture slides,
- all case studies, and
- a set of scientific articles.

Additionally, you can prepare for the lectures by reading selected chapters in:

- Kotabe, M. and K. Helsen (2010): *Global Marketing Management* (5<sup>th</sup> Ed.). Hoboken, NJ: Wiley & Sons.

### Preliminary Course Outline

Classes take place on Tuesdays 10:15 am – 11:45 am, Castle, Room O 142

<i>Date</i>	<i>Topic</i>
<i>Until February 16, 2018</i>	<i>Course Registration</i>
February 13, 2018	Kick-Off Session
February 20, 2018	Introduction to Global Marketing
February 27, 2018	Introduction to Global Marketing
March 6, 2018	Global Strategies and Evolution of Strategy
March 13, 2018	Global Strategies and Evolution of Strategy
March 20, 2018	Case Analysis 1
<i>March 27, 2018</i>	<i>Easter Break</i>
<i>April 3, 2018</i>	<i>Easter Break</i>
April 10, 2018	Global Product and Brand Management
April 17, 2018	Case Analysis 2
April 24, 2018	Global Product and Brand Management
<i>May 1, 2018</i>	<i>Public Holiday</i>
May 8, 2018	Case Analysis 3
May 15, 2018	Global Communication Management
May 22, 2018	Case Analysis 4
May 29, 2018	Global Pricing
<i>June 4 – 16, 2018</i>	<i>Examination Period: Final Exam (60 minutes)</i>

**A Note on the Case Preparation**

1. Skim through the case to understand the basic setting and framework. This will help you to assimilate the facts of the case when you read it.
2. Review all tables and figures.
3. Read the case study questions. Use these questions as a guide to some of the key issues in the case. Remember, it is still up to you to decide on the important issues based on the evidence in the case.
4. Now read the case and analyze it qualitatively and quantitatively. What are the key issues? What do you recommend? Which alternatives do you consider? Why did you select your preferred course of action?
5. Now with a reasonably good understanding of the situation, you should reread the case to incorporate important details that will impact your analysis. Step 5 will probably differentiate good case analyses from case analyses that are less good and mediocre.
6. In preparing the case, do not look for a single right answer. Each case will raise a number of issues that need to be evaluated. A good recommendation is one that is based on solid analysis and considers multiple courses of action.

**A Note on the In-Class Presentation**

In general, good presentations display the following characteristics:

- The presentation should not exceed 20 minutes. If the presentation is longer than 20 minutes, 0.3 of your grade will be subtracted.
- Front page: Indicate the team number, names of the team members, name of the course, name of the professor, term, and date.
- Presentations should be in 4:3 power-point format; don't forget to include page numbers
- Clear and concise structure of the case analysis distinctly showing
  - (a) a beginning (problem definition, setting the scene),
  - (b) a middle (analyses), and
  - (c) an end (recommendations, conclusions).
- One slide with a clear statement of the problem definition that sets the agenda for the case analysis and that can be referred to in the conclusion.
- Recommendations or course of action should correspond to a thorough case analysis. Do not make unsubstantiated claims or recommendations.
- At the end, provide a conclusion by linking back to the problem definition.

### **A Note on Plagiarism**

Plagiarism refers to the practice of adopting someone else's ideas or work and presenting them as your own without acknowledgment. Plagiarism is literary or intellectual theft! It can take a number of forms, including:

- copying the work of another student, whether that student is in the same class, from an earlier year of the same course, or from another tertiary institution altogether,
- copying any section, no matter how brief, from a book, journal, article or other written source, without duly acknowledging it as a quotation,
- copying any map, diagram or table of figures without duly acknowledging the source,
- paraphrasing or otherwise using the ideas of another author without duly acknowledging the source.

Whatever the form, plagiarism is unacceptable both academically and professionally. Any instances of plagiarism can therefore be expected to draw severe penalties.