



IB 350 INTERNATIONAL MARKETING
IES Abroad Barcelona

DESCRIPTION:

International marketing is important as the world becomes increasingly globalized. In an international context, marketing managers plan and conduct transactions across borders to create exchanges that satisfy the objectives of individuals and organizations. The fact that a transaction takes place “across national borders” highlights the difference between domestic and international marketing.

The course considers the basic concepts of international marketing, the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR:

PREREQUISITES: None

ADDITIONAL COST: Case Studies fee.

METHOD OF PRESENTATION:

Lecture, class discussion, case study analysis, individual and group exercises, videos, field study.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Individual presentation - 10%
- Class preparation and participation - 10%
- Exploratory outside activity – 10%
- Group case project - 20%
- Midterm exam - 25%
- Final exam - 25%

The course uses:

- Several case studies of firms involved in implementing international marketing strategies.
- Current articles from business newspapers and magazines to be discussed on a daily basis to motivate class participation. The selected articles illustrate the different concepts and tactics studied during the course and provide interesting and practical examples of European, Asian and American firms implementing international marketing strategies.
- Videos, lectures and in-class exercises.
- Course-related trip to visit to the Spanish headquarters of a major international company in order to provide students with first-hand insight into international marketing and decision-making in the host country.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Describe the strategies and tactics that lead to successful international marketing given those environmental constraints;
- Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena;
- Understand how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations;

- Analyze a real-world case study involving complicated international marketing issues and provide recommendations in both written form and in the form of a group presentation

ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For this reason, attendance is required for all IES Barcelona classes, including course-related excursions. If a student misses more than three classes in any course without justification, 3 percentage points will be deducted from the final grade for every additional absence. Seven unjustified absences in any course will result in a failing grade. Absences will only be justified, and assessed work, including exams, tests and presentations rescheduled, in cases of documented medical or family emergencies.

CONTENT:

Session No.	Content	Required Reading
1	Course Overview. Basics of International Marketing	
2	The Cultural Environment and International Marketing	<ul style="list-style-type: none"> Fromowitz, Mike (2013). "Cultural blunders: Brands gone wrong," Campaign, October 7, 2013. Available online: https://www.campaignasia.com/article/cultural-blunders-brands-gone-wrong/426043 Cateora, Philip R., John L. Graham and Prashant Salwan (2010). "Case Study 2-1: The Not-so-Wonderful World of EuroDisney— Things Are Better Now at Paris Disneyland," in International Marketing, 15th Edition. New York: McGraw-Hill (2008), pp. 727-731.
3	The Cultural Environment and International Marketing, contd. The Legal and Political Environment	<ul style="list-style-type: none"> Sherman, Natalie (2018). "Industry ferment: US wine industry crushed over tariffs," BBC News, March 29, 2018. Available online: http://www.bbc.com/news/business-43560477 "Global Brand Adaptation and Culture — The Hofstede Model Dimensions," (2015), Brand Manager Guide, September 17, 2015. Available online: https://brandmanagerguide.wordpress.com/2015/09/17/global-brand-adaptation-and-culture-the-hofstede-model-dimensions/
4	The Legal and Political Environment, contd. The Economic Environment	<ul style="list-style-type: none"> International Monetary Fund (2023). World Economic Outlook Update. Near-Term Resilience, Persistent Challenges. July 2023. Available online: https://www.imf.org Market Potential Index 2022. GlobalEDGE/Michigan State University. February 1, 2023. Available online: https://globaledge.msu.edu/mpi#dimensions

5	The Economic Environment, contd.	<ul style="list-style-type: none"> Moorman, Christine (2021). "How COVID-19 Changed Marketing," CMSWIRE, May 12, 2021. Available online here: https://www.cmswire.com/digital-marketing/how-covid-19-changed-marketing/ Balis, Janet (2021). 10 Truths About Marketing After the Pandemic. HBR Online, March 10, 2021. Available online here: https://hbr.org/2021/03/10-truths-about-marketing-after-the-pandemic "Global Marketing Trends 2023 (2023). Deloitte Insights. Available online here: https://www.deloitte.com/global/en/our-thinking/insights/topics/marketing-sales/content/global-marketing-trends.html
6	Marketing Research: Building the Knowledge Base	<ul style="list-style-type: none"> Brooke, Zach (2017). "3 Common Pitfalls of International Market Research (and How to Avoid Them)," American Marketing Association, October 1, 2017. Available online: https://www.ama.org/publications/MarketingNews/Pages/3-common-pitfalls-of-international-market-research-and-how-to-avoid-them.aspx "L'Oréal uses Google for research and product development". Google, June 2014. Video available online: https://www.youtube.com/watch?v=wd5y5HN0jRs
7	Foreign Market Analysis and Selection	<ul style="list-style-type: none"> "How to Select the Best Country for International Expansion," AllTopStartups, July 6, 2016. Available online here: https://alltopstartups.com/2016/07/06/international-expansion/
8	Foreign Market Entry	<ul style="list-style-type: none"> Sinha, Abhijit (2006). "IKEA: Re-entering the Land of Rising Sun. IBS Research Center. Case Reference no. 306-569-1.
9	From Situation Analysis to Segmentation, Targeting & Positioning	<ul style="list-style-type: none"> "Clay Christensen's Jobs to Be Done framework: How to build better products," fullstory, April 9, 2020. Available online here: https://www.fullstory.com/blog/clayton-christensen-jobs-to-be-done-framework-product-development/ Murray, Kyle (August 30 2018). "An Introduction to Market Segmentation". Video available online: https://youtu.be/hnz1kClvHcs?si=WKf7pASpyh1SquBs Baker, Deren (2017). "What Netflix Habits Reveal About Your Target Audience," Entrepreneur, October 19, 2017. Available online: https://www.entrepreneur.com/article/302873

10	From Situation Analysis to Segmentation, Targeting & Positioning II	<ul style="list-style-type: none"> Case Analysis, contd.: Sinha, Abhijit (2006). "IKEA: Re-entering the Land of Rising Sun. IBS Research Center. Case Reference no. 306-569-1.
11	International Marketing Plan	<ul style="list-style-type: none"> Case Analysis: Sarosh Thadamalla, Joel (2018). "Groupe Renault's Marketing Strategy for Global Positioning". Amity Research Centers Case Reference no. 518-0157-1.
12	International Marketing Plan, contd.	<ul style="list-style-type: none"> Kotler, et alr. "Principles of Marketing, Deciding on the global marketing program." Pensilvania: Prentice Hall, 2010.
13	Product Adaptation and Global Brand management	<ul style="list-style-type: none"> Jacobs, Harrison (2018). "KFC is by far the most popular fast food in China and it's nothing like the US brand — here's what it's like," Business Insider, April 15, 2018. Available online: http://www.businessinsider.com/most-popular-fast-food-chain-in-china-kfc-photos-2018-4 KrASIA, September 11, 2023. "Estee Lauder's first investment in China is in a clean beauty brand". Available online: https://kr-asia.com/estee-lauders-first-investment-in-china-is-in-a-clean-beauty-brand#:~:text=Estee%20Lauder%27s%20first%20investment%20in%20China%20is%20in%20a%20clean%20beauty%20brand,-Written
14	Global Brand Management, contd.	<ul style="list-style-type: none"> MindTools (2018). "Keller's Brand Equity Model: Building a Powerful Brand,". Available online: https://www.mindtools.com/pages/article/keller-brand-equity-model.htm Staplehurst, Graham and Suthapa Charoenwongse (2012). "Why Brand Personality Matters: Aligning Your Brand to Cultural Drivers of Success," Millward Brown. Available online: https://pdf4pro.com/view/why-brand-personality-matters-millward-brown-428ad3.html Woven Agency (2018), "What is The Kapferer Brand Identity Prism?". April 6, 2018. Available online: https://woven.agency/insights/what-is-the-brand-identity-prism/
15	Midterm Exam	
16	Communication and Promotional Strategies	<ul style="list-style-type: none"> Sawatzky, Robert (2017). "Huawei's new global corporate brand swagger," Campaign, November 9, 2017. Available online: https://www.campaignlive.com/article/huaweis-new-global-corporate-brand-swagger/1449675

17	Guest Speaker	<ul style="list-style-type: none"> The class will benefit from a guest speaker, to reinforce key principles from class.
18	Communication and Promotional Strategies, contd.	<ul style="list-style-type: none"> Thinking Google (2017). Marketing to Millennial Parents? Here's How They're Redefining Parenting for Their Generation. Available online: https://www.thinkwithgoogle.com/_gs/documents/964/marketing-millennial-parents-youtube-insights.pdf
19	Gender perspectives in International Marketing	<ul style="list-style-type: none"> Ernst & Yong (2023). Why the gender gap in international trade needs to close faster. Available online: https://www.ey.com/en_gl/global-trade/why-the-gender-gap-in-international-trade-needs-to-close-faster DCMN (2021). International Women's Day 2021: How is the Marketing World Fighting Gender Bias? Available online: https://blog.dcmn.com/gender-bias-in-marketing-international-womens-day/
20	Group Presentations	<ul style="list-style-type: none"> Li, Jing; Yong Li (2020). Amazon Goes Global. Ivey Publishing Case 9B20M169 (Version Oct 15 2020). Avery, Jill (2020). Global Brand Management of Anheuser Busch InBev's Budweiser. Harvard Business Case Reference no. 9-518-105 (Version Oct 1 2020).
21	Group Presentations	<ul style="list-style-type: none"> Dolan, Robert J (2017). Bose Corporation: Communication Strategy for Challenging Apple's Beats by Dr Dre. Harvard Business Case Reference no. 9-518-036 (Version 5 April 2019) Mark Kramer; Myriam Sidibe; Gunjan Veda (2021). Dove and Real Beauty: Building a Brand With Purpose. Harvard Business Case Reference no. 9-720-361 (Version June 14 2021).
22	Group Presentations	<ul style="list-style-type: none"> Tybout, Alice M (2017). Lululemon Athletica. Kellogg School of Management. Case Reference no. K5-216-251 (Version June 13 2017).
23	Course-related trip	<ul style="list-style-type: none"> Visit to the Spanish headquarters or Flagship store of a major international company.
24	Class Wrap-up and Review	
	Final Exam	

COURSE-RELATED TRIPS:

- Visit to the Spanish headquarters or Flagship store of a major international company.

REQUIRED READINGS:

Case Studies

- Avery, Jill (2020). Global Brand Management of Anheuser Busch InBev's Budweiser. Harvard Business Case Reference no. 9-518-105 (Version Oct 1 2020).
- Dolan, Robert J (2017). Bose Corporation: Communication Strategy for Challenging Apple's Beats by Dr Dre. Harvard Business Case Reference no. 9-518-036 (Version 5 April 2019)
- Li, Jing; Yong Li (2020). Amazon Goes Global. Ivey Publishing Case 9B20M169 (Version Oct 15 2020).
- Mark Kramer; Myriam Sidibe; Gunjan Veda (2021). Dove and Real Beauty: Building a Brand With Purpose. Harvard Business Case Reference no. 9-720-361 (Version June 14 2021).
- Sarosh Thadamalla, Joel (2018). Groupe Renault's Marketing Strategy for Global Positioning. Amity Research Centers Case Reference no. 518-0157-1.
- Sinha, Abhijit (2006). IKEA: Re-entering the Land of Rising Sun. IBS Research Center. Case Reference no. 306-569-1.
- Tybout, Alice M (2017). Lululemon Athletica. Kellogg School of Management. Case Reference no. K5-216-251 (Version June 13 2017)

RECOMMENDED READINGS:

- Agarwal, J., & Wu, T. (2018). Emerging Issues in Global Marketing: A Shifting Paradigm (1st ed.). Springer International Publishing AG. <https://doi.org/10.1007/978-3-319-74129-1>
- Barsoux, Jean-Louis and Schneider, Susan (1997). Managing across Cultures. Financial Times/ Prentice Hall, 2002.
- Cateora, Philip et al. International Marketing. New York: McGraw Hill (latest edition).
- Hofstede, Geert (2001). "Culture's consequences: comparing values, behaviors, institutions and organizations across nations." Sage Publications, 2001.
- Hollensen, S. (2017). Global marketing (Seventh edition). Pearson Education Limited.
- Kotabe, M., & Helsen, K. (2008). Global marketing management (4th ed.). John Wiley & Sons.
- Kotabe, M., & Helsen, K. (2015). International marketing : international student version (6th ed.). Wiley.
- Magnani, G. (2022). Marketing in Culturally Distant Countries: Managing the 4Ps in Cross-Cultural Contexts (1st ed.). Springer International Publishing AG. <https://doi.org/10.1007/978-3-031-04832-6>
- Samli, A. C. (2013). International Consumer Behavior in the 21st Century: Impact on Marketing Strategy Development (1. Aufl.). Springer-Verlag. <https://doi.org/10.1007/978-1-4614-5125-9>
- Seale, Andrew. FIRMEX. "Seven Epic Cases of Companies That Failed Internationally." <https://www.firmex.com/resources/blog/seven-epic-fails-by-businesses-that-tried-expanding-into-foreign-markets/>