



## **MK 315 INTRODUCTION TO GLOBAL MARKETING**

IES Abroad Paris BIA

**DESCRIPTION:** In today's highly competitive, connected and converged world, creating and sustaining competitive advantage requires insight and a clear and solid understanding of marketing principles. We will explore the fundamental concepts of marketing examining the marketing planning process before widening our horizons to examine the global marketplace context in order to gain a clear understanding of the issues and implications of Global Marketing.

**CREDITS:** 3 credits

**CONTACT HOURS:** 45 hours

**LANGUAGE OF INSTRUCTION:** English

**PREREQUISITES:** none

**METHOD OF PRESENTATION:**

- Lecture
- Class discussion
- Case studies
- Student presentations
- Course-related trips

**REQUIRED WORK AND FORM OF ASSESSMENT:**

- Quiz (class 3) – 15%
- Midterm exam (class 6) – 30%
- Field trip group assignment (class 9) – 15%
- Final exam ( week 13) – 30%
- Participation and homework – 10%

**Quiz**

Short in-class evaluation of the material covered in classes 1&2 short answer, multiple choice

**Midterm exam**

Comprehensive 1,5 hour in-class evaluation of material covered in class from class 1-5 including multiple question types (essay, short answer, multiple choice, fill in the blank..)

**Field Trip group assignment**

Groups of 2-3 students will propose a market entry strategy: define the target, desired positioning and value proposition. Propose a product strategy, pricing and distribution strategy. The group will prepare a 10 minute/ 10 slide presentation to pitch their proposition and will submit a written copy of the project.

**Final exam**

A comprehensive case study exam also including questions on concepts covered in classes 6-12

**Participation and homework**

Student participation and preparation of in-class assignments (cases studies ) will be evaluated

**LEARNING OUTCOMES:**

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

- Gain an understanding of the core principles of marketing and be able to apply them in global context.
- Define and explain VALUE, competitive advantage, marketing concept

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- Use the Ansoff growth matrix to describe global market expansion strategies
- Compare and contrast single country vs global marketing strategies
- Discuss the ERPG framework of management orientation
- Define culture and the implications on global marketing strategies
- Prepare a SWOT analysis and a TRECS (PESTEL)
- Explain the theory of diffusion of innovation (product adoption)
- Define segmentation and identify the variables to segment global markets
- Compare and contrast the three main target market strategy options
- Describe the different positioning options available to global marketers
- Be able to discuss the basic concepts of the marketing mix and their global implications

**The Future belongs to the curious... and the strategic**

Welcome to France! When I arrived in France many moons ago I spent the first several months in a perpetual state of wonder and enchantment discovering the new and “different” places and products surrounding me. After this initial state of fascination I slowly began to realize that certain of those products that had been part of my everyday life like Velveeta, Dr Pepper or Skippy were nowhere to be found on the shelves here! Today Dr Pepper is findable, not everywhere, but findable

Starbucks became what it is today because Howard Shultz encountered the Italian coffee bars in 1983 and recognized the opportunity to transpose this experience in the US repositioning the Starbucks brand on a level beyond product (a simple but great coffee) to become “the coffee experience”. Once Starbucks penetrated the domestic American market the brand continued growing via a market development strategy adapting to foreign markets around the world and is now present in 62 countries with 18,000 stores (company website). Starbucks has also grown via a product development strategy extending into different product categories and exploring new distribution outlets. Starbucks has become so well known that they recently “de-branded” their logo (taking off the brand name) because there is such strong top of mind brand recognition all over the world that the logo says it all. And all because Howard Shultz recognized the opportunity when he stepped into an Italian coffee shop!

Philadelphia Cream cheese (“Philly” for short) is the indisputable category owner for cream cheese in the US. In April 2011, Philly arrived in France as THE American cream cheese (did the French know what cream cheese was?). Within a few months Philly attacked the European giant, Nutella (84% French market share of chocolate spread and the French equivalent of peanut butter!) via a co-branding strategy with the well-known European chocolate, Milka and is now solidly on its’ way to finding a place in the hearts (and stomachs ) of the French.

Certain brands have managed to go beyond their domestic borders like McDonald’s, Coke, Apple & Google have become global brands. Other brands have been able to enter foreign markets and thrive thanks to their strong country of origin associations. Some of today’s biggest success stories have resulted because a visitor saw, experienced and lived an amazing moment that he or she “translated” and offered to others somewhere else. Marketers around the world have identified and exploited opportunities using the strategic alternatives of extension, adaptation and creation strategies. Maybe you will be one of them!

**CONTENT:**

Class	Content	Assignments
<b>CLASS 1</b>	<u>An Introduction to Global Marketing</u> Business philosophies from Cyrus McCormack to Peter Drucker An overview of the marketing planning process Global marketing: What is it? Management orientations: ERPG	Read chapter 1& 2 Keegan

<b>CLASS 2</b>	<u>The Global Marketing Environment</u> The environmental scan SWOT analysis Diffusion of innovation	Read chapter 3,4 & 5 Keegan
<b>CLASS 3</b>	<b>QUIZ</b> <u>The heart of Marketing strategy: STP</u> Evolution of marketing strategy Segmentation Targeting and targeting strategies Positioning	Read chapter 7 Keegan
<b>CLASS 4</b>	<u>Approaching Global markets :</u> Importing, Exporting & Sourcing/ Global Market Entry Strategies	Read chapters 8 &9 Keegan
<b>CLASS 5</b>	<b>COURSE-RELATED TRIP TO CHAMPAGNE</b>	
<b>CLASS 6</b>	<b>MIDTERM EXAM</b>  <u>The Global Marketing mix</u> <u>Product (1/2)</u> Classification, packaging Product life cycle & NPD Strategic alternatives for global markets : extend, adapt, create Strategic brand management Brand positioning	Read chapter 10 Keegan
<b>CLASS 7</b>	<u>Product (2/2)</u> Brand personality and values Brand equity and valuation Global Branding	
<b>CLASS 8</b>	<u>Global Pricing</u> General pricing concepts Forces effecting pricing: external & internal Pricing strategies: Skimming vs. penetration, brand premium... Pricing methods Pricing issues and considerations in a global environment: extension vs adaptation	Read chapter 11 Keegan <b>Case 11-2 LVMH &amp; the luxury goods market</b>
<b>CLASS 9</b>	<u>Marketing channels of distribution</u> Channels of distribution: functions, intermediaries, Push/pull Channel evolution: integration Global retailing	Read chapter 12 Keegan <b>Case 12-2 Fail! Tesco strikes out in the United States</b>
<b>CLASS 10</b>	<b><u>COURSE-RELATED TRIP ASSIGNMENT presentations</u></b>	



<b>CLASS 11</b>	<u>Global marketing communications ( 1/2)</u> The global promotions mix	Read chapter 13&14 Keegan <b>Case 16-3 Lego</b>
<b>CLASS 12</b>	<b>PUTTING IT ALL TOGETHER: semester review</b>	
	FINAL EXAM: date to be announced.	

**REQUIRED READINGS:**

- Global Marketing, Keegan & Green, Pearson, 9<sup>th</sup> global edition, 2016

**NOTE:**

Case study and reading assignments will be notified in class and posted weekly via Moodle