



MK316 – GLOBAL MARKETING FOR STARTUPS

IES Abroad Berlin

DESCRIPTION:

Global marketing is a key success factor not only for multinational firms, but also and particularly for local startups. Through effective and well-designed global marketing activities, startups can increase their global footprint. Students examine the definition of “global marketing” and its objectives and challenges in addition to today’s main emerging markets and differences with our domestic market. The concepts of global marketing are applied to the vibrant startup scene in Berlin. Thus, the course offers a relevant and hands-on perspective on global marketing with two field trips into the Berlin startup scene. The course chronologically follows each step of the global marketing approach, including the analysis of foreign market’s environment and context, segmentation, targeting and positioning options, designing global customer journeys, customer acquisition, developing a global marketing strategy along the dimensions *product*, *price*, *place* and *promote* as well as global branding strategies. Managing the different stages of the innovation process and its effects on the marketing approach of a startup company will be addressed as well.

CREDITS: 3

CONTACT HOURS: 45 hours

LANGUAGE OF PRESENTATION: English

ADDITIONAL COST: None

PREREQUISITES: Please note that this is an introductory course. Marketing majors should take this into account.

METHOD OF PRESENTATION:

Lecture, in-class debates, case studies and an oral presentation for the Product Introduction Project of a Startup.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Participation – **10%**
- Field study assignment -**15%**
- Midterm exam -**35%**
- Final exam - **40%**

Course Participation

Students have to do the mandatory reading assignments, come to class prepared and participate in discussions, take active part in the field trips and complete written/oral work. The grading rubric for participation is available in the IES Berlin Academics Manual on Moodle.

Midterm Exam

A midterm exam will be based on the readings, lectures and class discussions for the first half of the course.

Final Exam

Based on the readings, lectures and class discussions for the second half of the course, the students will write a final exam about the course contents.

Field study assignment

Written assignment (max. 1.500 words) or similar related to one of the two startup field trips. Topics to be assigned. For Metropolitan Studies students, this study can be used as field trip assignment.

LEARNING OUTCOMES:

By the end of the course students will be able to answer questions like:

- What is global marketing in a digital world?
- How do startups develop digital products and business models?
- What are the key dimensions of a global marketing strategy?
- How can startups leverage global marketing strategies to expand internationally?
- What are possible market entry strategies for startups?
- How does the opening up of innovation processes affect the marketing decisions of startup companies?

ATTENDANCE POLICY:

Attendance and punctuality in all courses and field studies are mandatory. Absences can only be excused for valid reasons. Unexcused absences can affect students' grades. Students who miss 25% or more of all class sessions will fail the course. Missed exams cannot be taken at another time except in case of documented illness. Late submission of term papers and other work will result in grade reduction unless an extension due to illness or an emergency is approved. Please consult the IES Berlin Academics Manual on Moodle for additional details.

CONTENT:

Session	Content	Assignments
Session 1-2:	<p>An Introduction to Global & Startup Marketing</p> <ul style="list-style-type: none"> • Marketing principles • What is global marketing • Marketing for startups • Best practice examples from Berlin 	Chapter 1 Keegan
Session 3-4:	<p>Global Markets & Digital Business Models</p> <ul style="list-style-type: none"> • Environmental analysis (SWOT, 5-Forces) • Developing digital products and business models in a global world • Business Model Canvas, Lean Startup, Design Thinking, Customer Development 	Chapter 4 Keegan
Session 5-6:	<p>The Heart of Marketing strategy: STP</p> <ul style="list-style-type: none"> • Designing a global customer journey • Customer acquisition strategies for digital startups • Segmentation, targeting and targeting strategies, and positioning 	Chapter 7 Keegan

Session 7-8:	Startup Field Trip #1 in Berlin	
Session 9-10:	The Global Marketing Mix - Product & Branding <ul style="list-style-type: none"> • New product development & product life cycle • Strategic alternatives for global markets: extend, adapt, create • Branding Strategies MIDTERM EXAM	Chapter 10 Keegan
Session 11-12:	The Global Marketing Mix - Price <ul style="list-style-type: none"> • Basics of pricing • Forces affecting pricing: external & internal • Pricing strategies & methods: Skimming vs. penetration, brand premium • Pricing issues and alternatives: extension vs. adaptation 	Chapter 11 Keegan
Session 13-14:	The Global Marketing Mix - Place <ul style="list-style-type: none"> • Marketing channels of distribution for digital products • Importing, exporting and sourcing 	Chapter 8 Keegan
Session 15-16:	Digital Marketing Strategies <ul style="list-style-type: none"> • Digital Marketing principles & CRM • Digital branding strategies for startups in a global world 	Chapter 15 Keegan
Session 17-18:	FIELD STUDY ASSIGNMENT DUE Global Market Entry Strategies <ul style="list-style-type: none"> • Licensing • Investment • Partnerships 	Chapter 9 Keegan
Session 19-20	: The Global Marketing Mix - Promote	Chapter 13 & 14 Keegan

	<ul style="list-style-type: none"> • The communication process & mix • Cost-effective communication strategies for digital startups • Global communication strategies in a digital world <p>FINAL EXAM</p>	
Session 21-22:	Startup Field Trip #2 in Berlin	

FIELD STUDIES:

- To be defined in Class 1.

REQUIRED READINGS:

- Keegan, W.J. & Green M.C. (2017): Global Marketing. 9th ed. Pearson, Harlow U.K

RECOMMENDED READINGS:

- Ries, E. (2011): The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Publishing, New York.
- Osterwalder, A. & Pigneur, Y. (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons, New Jersey.
- Blank, S. G. & Dorf, B. (2012): The startup owner's manual: The step-by-step guide for building a great company. K & S Ranch, Pescadero.
- Doole, I., Lowe, R. & Kenyon, A. (2016): International Marketing Strategy. 7th ed. Cengage Learning EMEA, Andover UK.
- Hollensen, S. (2017): Global Marketing. 7th ed. Pearson, Harlow U.K.
- Enkel, E., Gassmann, O. & Chesbrough, H. (2009): Open R&D and open innovation: exploring the phenomenon. R&D Management 39, 4, 2009. Blackwell Publishing Ltd. Oxford.