



## MK 315 – INTRODUCTION TO GLOBAL MARKETING

IES Abroad Berlin

### 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. Throughout, 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. Managing the various stages of the innovation process and its effects on the marketing approach of a startup company will also be examined.

**CREDITS:** 3

**CONTACT HOURS:** 45

**LANGUAGE OF INSTRUCTION:** English

**PREREQUISITES:** None

**ADDITIONAL COST:** None

### METHOD OF PRESENTATION:

- Lecture,
- In-class debates,
- Case studies,
- Field studies,
- Oral presentation.

### REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation – 10%
- Quiz – 15%
- Field study assignment – 15%
- Midterm exam – 30%
- Final exam – 30%

#### Course Participation

Students must complete the assigned readings, come to class prepared and participate in class discussions, take active part in the field trips and complete written/oral work. The IES grading rubric for participation is available on Moodle.

#### Quiz

Short in-class evaluation (week 2) of the material covered in sessions 1 and 2.

#### Midterm Exam

A midterm exam will be based on the readings, lectures and class discussions of the first half of the course (week 5)

#### Field Study Assignment

Written assignment (due week 9, maximum of 1,500 words) related to one of the two startup field trips. Topics to be assigned.

#### Final Exam

Students will write a final exam based on the readings, lectures and class discussions of the second half of the course (week 10)

### LEARNING OUTCOMES:

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Upon completion of this course, the student will be able to answer:

- 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 startups?

**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 Abroad Berlin academics manual on Moodle for additional details.

**ACADEMIC INTEGRITY:**

Students are expected to abide by the IES Abroad Academic Integrity Code. Assignments need to be properly and amply footnoted where appropriate, with all sources attributed, including images. This not only applies to written assignments but also presentations by means of PowerPoint, Prezi or posters. Contributions may be checked with plagiarism-detecting software.

**CONTENT:**

Sessions	Content	Readings & Assignments
<b>Week 1</b>	Session 1: An Introduction to Global & Startup Marketing – Part 1 <ul style="list-style-type: none"> <li>• Marketing principles</li> <li>• What is global marketing</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 1
	Session 2: An Introduction to Global & Startup Marketing – Part 2 <ul style="list-style-type: none"> <li>• Marketing for startups</li> <li>• Best practice examples from Berlin</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 1
<b>Week 2</b>	Session 3: Global Markets & Digital Business Models – Part 1 <ul style="list-style-type: none"> <li>• Environmental analysis (SWOT, 5-Forces)</li> <li>• Developing digital products and business models in a global world</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 4  <u>Quiz</u>
	Session 4: Global Markets & Digital Business Models – Part 2 <ul style="list-style-type: none"> <li>• Business Model Canvas, Lean Startup, Design Thinking, Customer Development</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 4
<b>Week 3</b>	Session 5: The Heart of Marketing strategy: STP – Part 1 <ul style="list-style-type: none"> <li>• Designing a global customer journey</li> <li>• Customer acquisition strategies for digital startups</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 7
	Session 6: The Heart of Marketing strategy: STP – Part 2 <ul style="list-style-type: none"> <li>• Segmentation, targeting and targeting strategies, and positioning</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 7
<b>Week 4</b>	Session 7: The Global Marketing Mix – Product & Branding <ul style="list-style-type: none"> <li>• New product development &amp; product life cycle</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 10

	<ul style="list-style-type: none"> <li>Strategic alternatives for global markets: extend, adapt, create</li> <li>Branding strategies</li> </ul>	
	Session 8: Startup Field Trip #1 in Berlin	
<b>Week 5</b>	Midterm Exam	
<b>Week 6</b>	Session 9: The Global Marketing Mix – Price – Part 1 <ul style="list-style-type: none"> <li>Basics of pricing</li> <li>Forces affecting pricing: external &amp; internal</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 11
	Session 10: The Global Marketing Mix – Price – Part 2 <ul style="list-style-type: none"> <li>Pricing strategies &amp; methods: Skimming vs. penetration, brand premium</li> <li>Pricing issues and alternatives: extension vs. adaptation</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 11
<b>Week 7</b>	Session 11: The Global Marketing Mix – Place – Part 1 <ul style="list-style-type: none"> <li>Importing, exporting and sourcing</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 8
	Session 12: The Global Marketing Mix – Place – Part 2 <ul style="list-style-type: none"> <li>Channels and physical distribution</li> <li>Marketing channels of distribution for digital products</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 12
<b>Week 8</b>	Session 13: Digital Marketing Strategies <ul style="list-style-type: none"> <li>Digital Marketing principles &amp; CRM</li> <li>Digital branding strategies for startups in a global world</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 15
	Session 14: Startup Field Trip #2 in Berlin	
<b>Week 9</b>	Session 15: Global Market Entry Strategies <ul style="list-style-type: none"> <li>Licensing</li> <li>Investment</li> <li>Partnerships</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapter 9
	Session 16: The Global Marketing Mix – Promote <ul style="list-style-type: none"> <li>The communication process &amp; mix</li> <li>Cost-effective communication strategies for digital startups</li> <li>Global communication strategies in a digital world</li> </ul>	Keegan, W.J. & Green M.C. (2017): Chapters 13 & 14  <i>Field Study Assignment due</i>
<b>Week 10</b>	Final Exam	

#### FIELD TRIPS

Site visit & discussion at two Berlin startups, startup hubs (week 4 and week 8)

#### REQUIRED READINGS:

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



### Optional Readings

- 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.
- 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.
- Hollensen, S. (2017). Global Marketing. 7th ed. Pearson, Harlow U.K.
- Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley & Sons, New Jersey.
- Ries, E. (2011). The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Publishing, New York.