

ITAM
SEMESTER: (Preliminary) Summer of 2014

COURSE : International Marketing

**COURSE
DESCRIPTION:**

International markets are dynamic, evolutionary, and challenging. This course examines the dynamics of global markets and provides a strategy framework that guides international marketing strategy formulation at the stages of entry, local market development, and global market integration. Students will learn to analyze international market situations, identify key issues at each stage, and formulate the strategy recommendations for each stage of international market development.

OBJECTIVES:

1. To develop an understanding of the stage of development, and future evolution of global markets.
2. To learn how to analyze global market opportunities.
3. To learn how to develop strategies for different stages of global market development.

PROFESSOR: Dr. Fernando Robles
Professor of International Business and International Affairs

TEXTBOOK: International Marketing, Cateora, Gilly and Graham, McGraw-Hill, 14th Edition, 2009.

Learning Environment

For the purpose of learning the subject and evaluation, students may engage in some but not all several learning options as indicated below. Students will assemble a combination of these class activities into a learning portfolio of which **the minimum number of points is 1800 points**. Please note that learning options can be individual or group. For group activities, please enter the total of points for the particular activity and the composition of the group if known. Please use the student learning portfolio attached to the syllabus or posted on blackboard to submit your preferences.

Learning Activity Options

Case Analysis Presentations. This course is case intensive. Cases are an integral part of learning in the international marketing class. You can work individually or in groups of a minimum of two

and no more than four students. You may participate in two case analyses if after all groups have been assigned their first preference for case work. Please indicate your first and second preference of cases your group would like to work on. The group's task is to respond to the questions posted for the cases and present their analysis in front of the class. Case assignments will be determined after the first session and upon receiving group requests for case analysis.

Case write-up. Students can also prepare their own analysis of a question in a case and submit a written report in class of no more than two single-spaced pages on the same day in which the case is being discussed. The students picks one the questions not all) posted on the ITAM community. You decide which case and question to address of those posted on the community If you are presenting a case analysis, you will not be able to submit a written report for that particular case.

Class Participation. The class discussion will center on an open discussion of the readings and cases assigned for each session as indicated in the course outline. I will monitor your and contribution to the general discussion with special attention given to case discussion.

Student's contribution to the class discussion will be assessed in terms of the following aspects:

- Attendance (Please note that ITAM's policy is 80% class attendance)
- Level of preparation and ability to answer questions asked in class
- Involvement in the participation of others in class

I will make the best effort possible to keep a record of your comments and participation in the general class discussion on all aspects of the course. Class participation should be insightful and contribute to an understanding of international marketing.

Research Presentations. For this activity, each student will be asked to present research on one aspect of a general topic discussed in class. Students should obtain authorization of the research topic to avoid duplication with the instructors' own presentation on the subject. You can submit as many research presentations as the schedule permits. The format is a PowerPoint presentation. Students will submit a hardcopy of the presentation for grading purposes. The research presentation should include the following aspects:

- 1) Identification of the topic (What is the issue or topic? What question do you want to have answered?)
- 2) Background information on the topic (What do we know about this issue?)
- 3) What is the impact of the topic on regional marketing strategy formulation?
- 4) How did your research help better understand the region and regional strategy?
- 5) Brief list of references consulted.

Final Exam. The final exam is obligatory to receive a grade in this course according to ITAM policy. The final exam will consist of multiple choice questions about all of the topics covered in the course including cases. The date of the in-class exam will be announced in class as soon as it is determined by ITAM.

Content Analysis of International Marketing Media. There is a great deal of visual media available on the Internet today. This activity can be individual or group activity. The maximum number of students in the group is three (3). In this activity, the student or group analyzes the visual content (videos, advertisements, games, or music) related to international marketing. The content analysis of the media may illustrate some aspect of the topics discussed in the course; for instance, family life in rural communities. Groups of four students will prepare media presentations. The group organizes the media and makes a short presentation in class of his/her analysis and conclusions from content analysis. The student delivers a one-page summary to the instructor indicating the topic, list of media analyzed (for instance, video titles and URL) and main conclusions of content analysis. A maximum of two (2) content analyses will be allowed in the learning portfolio.

Putting Together Your Learning Portfolio

In selecting the activities, the student must meet a minimum effort of 1800 points. There is no incentive to go much beyond the 1800 points as the final grade is determined by the degree to which you attain your goal. Once the student reaches the minimum level, there is no reward to complete other activities. By the same token, no substitution of a grade will be allowed by tackling other activities at any time. Rather, you should focus on a few tasks and do them well. Activities that are more involved and require more effort may be better approached via a group effort.

Requirements for the learning portfolio:

- 1) Personal portfolio of activities must be submitted to the instructor on or before July 10, 2013. Please use the blank portfolio form below.
- 2) The instructor will not permit changes or substitutes to the portfolio after approval. If you have any mitigating circumstances that will not allow you to complete a task, you need to discuss the situation with me.
- 3) The student and the instructor will keep a record of activities in the portfolio.

**International Marketing
Learning Portfolio
Summer of 2013**

Date:

Name:

Component	Value (points) of each component	Number that you plan to undertake	Total Points (number x points)
Research Presentations	300 points		
Case Presentations	500 points (group of 2-3students)		
Case write-ups	100 points each (one per session when case is discussed, as many as number of cases in the semester)		
Media Content Analysis	300 points		
Final exam	800 points		
Class Participation	400 (Enter all 400 points if you choose this option- there is no credit for partial class participation)		
Goal & Total Portfolio Points			Goal= (Minimum of 1800)
Percent Achievement			Total Points Accumulated/Goal

Evaluation and Grading

The weight for each activity is indicated in the International Marketing Learning Portfolio Template at the end of the syllabus.

The final grade for the class is based on the percent achievement of the number of points you accumulate during semester against the goal (total maximum points) you set for your self at the start of the semester. The percent achievement is obtained as follows:

$$\text{Percent Achievement} = \text{Total points during the semester} / \text{Learning Portfolio Goal}$$

For Instance, if you accumulated 1650 points during the semester and you set 1800 points as your goal, your percent achievement is 91.6 and your letter grade will be A-.

A portfolio with more than 1900 points does not have any impact on the final grade as the letter grade will be based on the percent achievement using your total points and according to scale below.

A 94% or above=10 points ITAM	1692 points or more	B- 80% or above= 8 points ITAM	1440 points or more
A- 90% or above=9 points ITAM	1620 points or more	C+ 76 % or above=8 points ITAM	1368 points or more
B+ 86% or above=9 points ITAM	1548 points or more	C 74 % or above=7 points ITAM	1332 points or more
B 84% or above= 8 points ITAM	1512 points or more	C- 70 % or above=7 points ITAM	1278 points or more
		D below 70% = 6 points ITAM	1277 points or less

CLASS ATTENDANCE POLICY

As it is required by ITAM, student has to attend 80% of the class sessions. Please make sure to fill the attendance list every day of classes.

ACADEMIC INTEGRITY

Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.

**International Marketing
Summer 2013
Course Outline**

Key to Abbreviations: *CGG- Cateora, Gilly & Graham 14th Ed., HBSP (Harvard Business Publishing), MKQ (Mckinsey Quarterly)*

Date	Session	Topic	Readings
July 8	1	Introduction to the course and approach to learning	
	2	Introduction to the course and Global Marketing	CGG- Chapter 1 MKQ- Five global forces. Watch: Mckinsey's five global forces- https://www.mckinseyquarterly.com/special_topics.aspx?stid=104&sr=57
July 9	3	Dynamics of Global Trade	CGG- Chapter 2
	4	Regional Market Groups	CGG- Chapter 10
July 10	5	The Cultural Environment of Global Markets	CGC- Chapters 3 & 4 Ghemawatt. Distance Still Matters, http://hbsp.harvard.edu De Mooij- Tailoring your strategy to fit the culture (HBSP)
	6	Managerial Cultures and Negotiation Strategies	CGC – Chapters 5 & 19
July 11	6	The Political and Legal Environment of Global Markets	CGG-Chapters 6&7

July 12	7	Global Market Competition	De Kluyver- The globalization of companies and industries.
July 15	8	Risks and Challenges in Global Markets	Mckinsey-Strategy under uncertainty
	9	Case Study on Risks in Global Markets	Google in China (A) 510071-PDF-ENG http://hbsp.harvard.edu
July 16	10	Global Market Opportunities Analysis	CGG- Chapter 8 Watch: McKinsey's global cities report http://www.mckinsey.com/Insights/MGI/Research/Urbanization/Urban_world
	11	Case Study on Global Market Opportunities	Genicon Available at http://hbsp.harvard.edu Case # 910M41
July 17	12	Marketing in Mature Markets	MKQ 1. The French consumer transformation 2. The new Japanese consumer 3. How US consumer spending is changing
	13	Case Study of Marketing in Mature Global Markets	United Cereal: Lora Bril's Eurobrand challenge Available at http://hbsp.harvard.edu/ Case # 4269-PDF-ENG
July 18	14	Marketing in Emerging Markets	CGG- Chapter 9
	15	Case Study of Marketing in Emerging	Hindustan Unilever's Pureit Water Purifier available at the

		Markets	http://hbsp.harvard.edu/ Case # 9-511-067
July 19	16	Global Market Entry Strategies	CGG-11 (pp. AA-BB)
	17	Exporting to Global Markets	CGG- Chapter 15
	18	Case Study of Entry Strategies in Global Markets	Natura: Exporting Brazilian Beauty Case # IB92 available at hbsp.harvard.edu
July 22	19	Global Marketing and Brand Strategy	CGG- Chapter 11 (pp. NN-MM) Visit Interbrand http://www.interbrand.com/en/best-global-brands/best-global-brands-2008/best-global-brands-2011.aspx
	20	Case Study of Global Marketing Strategy	Subway in Asia and Latin America Posted on ITAM Community
July 23	21	Global Consumer Product Strategy	CGG- Chapter 12
	22	Case Study of Product Strategy for Global Markets	McDonald's: Is China Lovin It?. Case # HKU802 Available at http://hbsp.harvard.edu
	23	Product Strategy for Global Business Markets	CGG- Chapter 13
July 24	24	Global Pricing	CGG- Chapter 18
	25	Case Study of Pricing for Global Products	Preserve the luxury or extend the brand Marketing Chateau Margaux 9-507-033 http://hbsp.harvard.edu/
July 25	26	Global Supply and Distribution Strategy	CGG- Chapters 14 & 15
	27	Case Study of Global Supply Strategy	Zara: Managing Stores for Fast Fashion available at www.hbsp.edu case # 9-610-042
July 26	28	Global Communications: Mass Media and New Media	CGG- Chapter 16

	29	Global Retailing & Future of global marketing	AT Kearney- Growth opportunities for global retailers McKinsey - How the half of the world shops
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