



**Global/International Marketing
Elective 2008
(MKM18)**

**Programme, lecture notes, readings and
cases**

Tutors: Dr Steve Hogan & Dr Paurav Shukla

**Global/International Marketing Elective 2008
MA Marketing (MKM18)**

Course Schedule

<u>Date</u>	<u>Topics</u>	<u>Lecturer</u>
12/2	Introduction to Global Marketing. Trends, Opportunities and Barriers Case: New World V Traditional Wine Producers Readings: Levitt, T. (1983), "The Globalisation of Markets," Harvard Business Review, 61 (3), 92-102. Douglas, S. P. and Y. Wind (1987), "The Myth of Globalization," Columbia Journal of World Business, 22 (4), 19-29.	SH
19/2	Social, Cultural and Ethical Influences in International Marketing. Understanding and Working with Different Management Styles Cases: Ethical Issues in Global Marketing Readings: Articles provided on the French, German and Japanese. Chapters from Marketing Across Cultures by J-C Usunier, FT/Prentice Hall. In Aldrich library	SH
26/2	The Global Marketing Mix 1. Planning, Organizing and New Product Development Case study: Vietnam Market Entry Decisions Readings Mas-Ruiz, F. J., J. L. Nicolau-Gonzálbez, and F. Ruiz-Moreno (2002), "Foreign expansion strategy and performance," International Marketing Review, 19 (4), 348-68. Nakata, C. (2002), "Activating the marketing concept in a global context: An MNC country managers' perspective," International Marketing Review, 19 (1), 39-64.	PS
04/3	Selection, Entry and Development Strategies in International Marketing	SH

Case: Sony and Japanese Global Marketing

Readings:

Wood, V. R. and K. R. Robertson (2000), "Evaluating international markets," *International Marketing Review*, 17 (1), 34-55.

Quinn, B. and A. M. Doherty (2000), "Power and control in international retail franchising," *International Marketing Review*, 17 (4/5), 354-72.

Taylor, C. R., S. Zou, and G. E. Osland (2000), "Foreign market entry strategies of Japanese MNCs," *International Marketing Review*, 17 (2), 146-63.

11/3

The Global Marketing Mix 2. International Product, Pricing and Promotional Decisions

PS

Case: Henkel KGaA: Detergents Division

Readings:

Orth, U. R. and D. Holancova (2004), "Men's and women's responses to sex role portrayals in advertisements," *International Journal of Research in Marketing*, 21 (1), 77-88.

Perks, H. and V. Wong (2003), "Guest editorial: research in international new product development—current understanding and future imperatives," *International Marketing Review*, 20 (4), 344-52.

18/3

Preparation for Presentations and Consultations

EASTER BREAK

01/4

Emerging Markets and the e-era

PS

Case: Coke and Pepsi Learn to Compete in India

Readings:

Tesfom, G., C. Lutz, and P. Ghauri (2004), "Comparing export marketing channels: developed versus developing countries," *International Marketing Review*, 21 (4/5), 409-22.

Agarwal, J. and T. Wu (2004), "China's entry to WTO: global marketing issues, impact, and implications for China," *International Marketing Review*, 21 (3), 279-300.

08/4

Case Study on Disneyland, Paris

PS/SH

Readings:

Maruca, R. F. (1994), "The right way to go global: An interview with Whirlpool CEO David Whitwam," Harvard Business Review, 72 (2), 134-45.

15/4	Student Presentations	SH/PS
22/4	Student Presentations	PS/SH
29/4	Student Presentations (if required)	

NB: Please note that we expect all students taking this elective to attend all the scheduled sessions, complete all assignments on time, read as guided and actively participate and contribute to all class exercises/discussions.

Dr Steve Hogan – Room 149
(s.p.hogan@bton.ac.uk)

Dr Paurav Shukla – Room 129
(p.shukla@bton.ac.uk)

Assessment

For this module you must complete two pieces of assessment. One involves an individual presentation to the class (worth 30% of the marks) and the other the submission of an individual 5000 word essay/report (worth 70% of the marks).

You may choose one of the following themes:

Theme 1

‘Conducting international business in emerging markets is more challenging than in more developed markets.’

Firstly, if you select this theme, you are required to discuss this statement ‘critically and objectively’ in an individual essay or report style paper of no more than 5000 words (excluding references/appendices), justifying your arguments with reference to the academic literature. We will expect clear, well-written and referenced papers in good English using appropriate subheadings. We also expect you to introduce a broad range of practical examples drawn from your experience and wider reading to illustrate your key points.

The hand-in date for this written element to the Postgraduate Office will be **Thursday 15th May, 2008** (70% of the marks).

Secondly, selecting a global company of your choice, you are required to evaluate how the organisation has differentiated its marketing between developing and developed nations. You should therefore look for a company that very much tailors its marketing approach to each market or region. You will be expected to support your presentation with OHP or power point slides and provide a one page summary handout for the class. Presentations should be around 20 minutes in length to be followed by 10 minutes of questions and discussion from the floor.

Presentations will take place on April 15 and 22, 2008 (30% of the marks).

Theme 2

‘Global marketing managers can no longer afford to underestimate or ignore the need for a corporate conscience and the need for an ethical policy to support it.’

Firstly, if you select this theme, you are required to discuss this statement ‘critically and objectively’ in an individual essay or report style paper of no more than 5000 words (excluding references/appendices), justifying your arguments with reference to the academic literature. We will expect clear, well-written and referenced papers in good

English using appropriate subheadings. We also expect you to introduce a broad range of practical examples drawn from your experience and wider reading to illustrate your key points.

The hand-in date for this written element to the Postgraduate Office will be **Thursday 15th May, 2008** (70% of the marks).

Secondly, selecting either a topical ethical marketing issue of your choice, or a global company which has a poor (or good) record on ethical standards, you are required to evaluate the issue or company objectively considering the marketing implications. You will be expected to support your presentation with OHP or power point slides and provide a one page summary handout for the class. Presentations should be around 20 minutes in length to be followed by 10 minutes of questions and discussion from the floor.

Presentations will take place on April 15 and 22, 2008 (30% of the marks).

Theme 3

‘New technologies are creating both global marketing opportunities and challenges for firms of all sizes.’

Firstly, if you select this theme, you are required to discuss this statement ‘objectively’ in an individual essay or report style paper of no more than 5000 words (excluding references/appendices), justifying your arguments with reference to the academic literature. We will expect clear, well-written and referenced papers in good English using appropriate subheadings. We also expect you to introduce a broad range of practical examples drawn from your experience and wider reading to illustrate your key points.

The hand-in date for this written element to the Postgraduate Office will be **Thursday 15th May, 2008** (70% of the marks).

Secondly, selecting a global company (or industry) of your choice, you are required to evaluate how a range of new technologies (not just communication technologies) have impacted on the firm’s/industry’s international marketing strategy. You will be expected to support your presentation with OHP or power point slides and provide a one page summary handout for the class. Presentations should be around 20 minutes in length to be followed by 10 minutes of questions and discussion from the floor.

Presentations will take place on April 15 and 22, 2008 (30% of the marks).

Please also note the following:

- **We suggest you choose your theme as soon as possible and start your background reading and research as the weeks will pass quickly.**
- **No two individuals can choose the same company/industry/issue within a theme. Should two people want to investigate the same company, this will be decided on a first come, first served basis**
- **A copy of the presentation evaluation form to be used is attached**
- **If you are unclear about any aspect of any of the themes or assessment, please see one of the tutors at any time.**

Sources of Information

This should be a key starting point

DTI: <http://www.tradepartners.gov.uk/> also DTI Overseas Trade Magazine

DTI Library = Trade Partners UK Information Centre : Ring for a pass 020 7215 5444/5
Kingsgate House
66-74 Victoria Street
London
SW1E 6SW

Followed by the library Silver pages: infotrac/emerald/web of science. Library texts and Euromonitor etc.

Intranet Support

The address to surf to is <http://staff.bus.brighton.ac.uk/ps8>. You can access the site via student central but delays may occur if your name is not registered for the module.

Recommended Texts & Journals

The recommended text is:

Primary Text: W.J. Keegan and B.B. Schlegelmilch ‘Global Marketing Management’ FT/Prentice Hall.

Secondary Texts:

Latest editions of:

J-C Usunier, ‘Marketing Across Cultures,’ FT/Prentice Hall
S. Hollensen, ‘Global Marketing – A Market-Responsive Approach,’ FT/Prentice Hall
F. Bradley, ‘International Marketing Strategy’, FT/Prentice Hall
I. Doole & R. Lowe, ‘International Marketing Strategy’, Thomson Learning
I. Doole & Lowe, ‘Strategic Marketing Decisions in Global Markets’, Thomson Learning
G. Albaum, J. Strandkov & E. Duerr, ‘International Marketing and Export Management,’ FT/Prentice Hall
P. Cateora, J. Graham & P. Ghauri, ‘International Marketing,’ European Edition, McGraw Hill.
A. McAuley, ‘International Marketing,’ Wiley.
J-P. Jeannet & H.D. Hennessey, ‘Global Marketing Strategies,’ Houghton Mifflin.

Journals/Reports

Euromonitor (available in the Aldrich library)
European marketing data and statistics
Industrial marketing management
International marketing data and statistics
International journal of bank marketing
Journal of marketing research
Journal of marketing management: journal of the Academy of Marketing
The Journal of database marketing
Journal of marketing
Journal of targeting, measurement and analysis for marketing
The Journal of database marketing
Marketing in Europe
Marketing pocket book
Mintel financial
Mintel marketing intelligence: Leisure intelligence
Quarterly review of marketing
Regional marketing pocket book
Regional marketing pocket book
UK marketing source book
Direct response: the magazine of direct marketing
European journal of marketing
European marketing pocket book

Insights: the tourism marketing intelligence service
Journal of vacation marketing
Marketing: journal of the Institute of Marketing
Insights: the tourism marketing intelligence service
Journal of vacation marketing
Marketing & distribution abstracts
Marketing and research today
Marketing: journal of the Institute of Marketing
Marketing direct
Mintel marketing intelligence: Retail intelligence
Mintel marketing intelligence: Market intelligence
Precision marketing: the weekly news magazine of direct marketing and promotion
Business week
Business monitor - PA1003: Size analysis of United Kingdom businesses
Croner's European business information sources
European management journal
European business and economic development
Harvard business review
International small business journal
Journal of small business management
Journal of international business studies
Journal of European business education
Journal of world business
Kelly's business directory
Key abstracts: business automation
London Business School journal
The Royal Bank of Scotland quarterly survey of exporters
The Times 1000: the definitive reference to business today
Annual report - International Business Machines Corporation
Business guide to Tanzania
Business travel world
Business directory - Sussex Chamber of Commerce and Industry
Business monitor - MA4: Overseas direct investment
Business monitor - MQ10: Overseas trade analysed in terms of industries
Business travel world: Corporate directory
Business monitor - MQ10: Overseas trade analysed in terms of industries
European business & economic digest
Footwear business international
Principal international businesses
Tourism economics: the business and finance of tourism and recreation
Trading with the USA: a guide to doing business in the world's largest mark

Other Publications

Financial Times (regular country supplements)
Economist (regional & country reports)
Marketing

Marketing Week
Campaign
Overseas Trade (a DTI publication)
DTI Hints to Exporters
Admap
Mintel
CD-Roms
Marketing Journals (check the library stock)

Brighton Library
High Street Banks have several useful publications

Our library may only have some of the above information. Don't forget to try on INTERNET or contact the sources directly. Keep in mind that librarians can be most helpful in locating sources of desired information from other sources. Be patient and good luck!

Global Marketing - Portfolio Presentation Marking Criteria

Name:

Title:

Date:

Marking Criteria	Poor	Average	Good	Excellent
Presentation quality (clarity/pace/structure/ use of aids/eye contact/timing/ question handling etc.)				
Audience engagement				
Creativity/originality of topic, approach and conclusions.				
A factual description of the issue or case.				
An objective analysis and discussion of all sides of the issue.				
Rationality and substantiation of conclusions.				
Identifies implications for the international marketing manager				
Demonstrates evidence of broad reading and research				
Quality of handout				
<i>General Comments</i>				

Mark.....%