



SYLLABUS

I. General Information

- Course Name : Global Marketing Management
(*Gestión de Mercados Globales*)
- Course Code : 1MN008
- Credits : 4
- Academic Department : Marketing and International Business
- Prerequisite(s) : Logística Internacional; Investigación de Mercados; Dirección Internacional de Empresas, Inglés (CL12)
- Year and Academic Semester : 2023-I
- Section : A
- Teacher, email : Bernard Meunier,
b.meunier@up.edu.pe

II. Introduction

The course is directed to International Business students. It aims to introduce students to global marketing management and to develop competencies for effective decision making in a global context.

The main outcome will produce graduates shaped as effective and efficient managers. These results will be based on the following learning outcomes:

- *Articulate research objectives of international markets establishing the needs of the company, according to the different stages of internationalization.*
- *Recognizes internationalization opportunities based on international market information analysis.*
- *Accurately identifies the requirements, access rules and competition rules of international markets, which the company must take into account in order to compete in them.*
- *Distinguish the function and effect of advertising and promotion from an international perspective.*
- *Proposes international market plans.*

III. Achievements of the course

At the end of the course, the student will develop an international marketing plan, based on a product or service proposed by the student. To accomplish this goal the following criteria:

- *Formulate strategies of international positioning, according cultural diversity demands of the markets.*
- *Design strategies for launching the product or service for the international market, after an evaluation and selection of the international markets.*
- *Formulate a strategic plan of international marketing, evaluating the relevance of the different variables according to the objectives of the company and the demands of the global markets.*



IV. Learning Outcomes and Units

LEARNING UNIT 1: Course introduction and review
<i>Objective: To understand the historic events that led to the globalized world we live in today and introduce global marketing concepts.</i>
<ol style="list-style-type: none">1) Introduction to global marketing2) Basic marketing concepts3) Hofstede and Globe frameworks
LEARNING UNIT 2: International market research
<i>Objective: To learn the different market research strategies according to company type and size</i>
<ol style="list-style-type: none">1) Export market research2) International market research for multinational companies
LEARNING UNIT 3: Global marketing strategy
<i>Objective: To determine international segmentation and positioning strategies and global marketing strategies to be able to analyze and create strategies for new and existing products.</i>
<ol style="list-style-type: none">1) International segmentation, target and positioning2) Global Marketing3) Product Strategies4) Price Strategies5) Distribution Strategies6) Promotion Strategies
LEARNING UNIT 4: Global tendencies
<i>Objective: To learn about important contemporary tendencies that should be considered to create a global marketing strategy.</i>
<ol style="list-style-type: none">1) Global counterfeiting2) Country of origin strategy3) Global marketing and emerging countries4) Global marketing managers

V. Didactic Strategies

The course will focus on four didactic units using a variety of teaching methods such as presentations, class discussions, exercises, case studies, guest speakers and videos.

The participation will be carried out through the following actions:

- *Readings of bibliography material previous to the corresponding class session*
- *Class participation in each session*
- *Group presentations*
- *Case studies*
- *Group papers and/or discussions inside and outside the class*
- *Questions during guest presentations*



VI. Assessment System

Assessment Tool			Criteria	Weight
Continuous Assessment	Reading Controls (I)	50 %	Conceptual domain	60%
	Case studies, and in-class activities (G)	15 %	Ability to analyze, synthesize and interrelate theories and concepts Ability to identify and develop strategies and evaluate management practices at the international level	
	Individual Participation	For Rounding	Active in class participation (asking and answering questions, contributing to discussions, relevancy of questions and contribution, punctuality)	
	Final Project (G)	35 %	Ability to analyze, synthesize and interrelate theories and concepts Research ability Ability to identify and develop strategies and evaluate management practices at the international level	
Mid-Term Exam (I)			Conceptual domain, decision making ability	0 %
Final Exam (I)			Conceptual domain, ability to analyze, synthesize and interrelate theories and concepts, decision making ability	40 %

VII. Course Timetable

Please note that the readings and cases may change during the course in response to the learning needs of the class; make sure to check before you download articles or cases.

Week	Dates	Learning Unit	Content	Activity	Deliverable	Mandatory Readings (see bibliography)
1	20/03 & 24/03	Course introduction and review	Introduction to global marketing Basic marketing concepts Hofstede and Globe frameworks	Class Presentation		(4)
2	27/03 & 31/03	International market research	Export market research	Class Presentation In-class Activity		
3	03/04 & 07/04	International market research	International market research for multinational companies	Class Presentation In-class Activity		(5)
4	10/04 & 14/04	Global Marketing Strategy	International segmentation, target and positioning	Class Presentation In-class Activity	Case Study 1	
5	17/04 & 21/04	Global Marketing Strategy	Global Marketing	Class Presentation In-class Activity	Special case study (LV + Buton)	(9) (21)
6	24/04 & 28/04	Global Marketing Strategy	Global Marketing	Class Presentation Class Presentation	(Global Brand Dimensions, send to my email, sharing in class voluntary)	(3)
7	01/05 & 05/05	Global Marketing Strategy	Global Marketing		Case Study 2 (New: Chilean Winery)	



8	08/05 & 12/05	Mid-Terms Week – No exam				
9	15/05 & 19/05	Global Marketing Strategy	Product Strategies		Final Project PART 1 (G1-G3 20' + FB) Final Project PART 1 (G4-G6 20' + FB)	(18) (19)
10	22/05 & 26/05	Global Marketing Strategy	Product Strategies Price Strategies	Class Presentation In-class Activity		
11	29/05 & 02/06	Global Marketing Strategy	Distribution Strategies	Class Presentation In-class Activity	Case Study 3	
12	05/06 & 09/06	Global Marketing Strategy	Promotion Strategies	Class Presentation In-class Activity	Case Study 4	(22)
13	12/06 & 16/06	Global Marketing Strategy	Promotion Strategies	Class Presentation In-class Activity	(Case Study 5)	
14	19/06 & 23/06	Global Tendencies	Global Counterfeiting Country of origin strategy Global marketing and emerging countries	Class Presentation In-class Activity	Reading Control	(1) (16) Rethinking retail (PwC)
15	26/06 & 30/06	Final Project	Final Project	Final Project	Final Project PART 2 (G1-G3 20' + FB) Final Project PART 2 (G4-G6 20' + FB)	
16	03/07	Final Exam 03/07/2023 10.30am – 12.30pm				

VIII. Bibliography

It is mandatory to check the Black Board (BB) where the relevant readings for each session are uploaded. Mandatory readings are in bold.

- (1) **Aichner, T. (2014). Country-of-origin marketing: A list of typical strategies with examples. *Journal of Brand Management*, Vol 21, pp 81-93.**
- (2) Alrawi, K. (2007). The internet and international marketing. *Competitiveness Review*, Vol 17 (N° 4), pp 222-233.
- (3) **Couto, M. & Ferreira J.J. (2017): Brand Management as an Internationalization Strategy for SME: A Multiple Case Study, *Journal of Global Marketing*, DOI: 10.1080/08911762.2017.1307477**
- (4) **Friedman, T.L. (2006). *The World is Flat: A Brief History of the Twenty-first Century*. Farrar, Straus and Giroux.**
- (5) **Ghemawat, P. (2001). Distance still Matters: The hard reality of global expansion. *Harvard Business Review*.**
- (6) Griffith, D.A. & Hoppner, J.J. (2013). Global marketing Managers: Improving global marketing strategy through soft skill development. *International Marketing Review*, Vol 30 (N° 1), pp 21-41.
- (7) Hollensen, S. (2017). *Global Marketing*. Pearson Education Limited.
- (8) Hollensen S., Arteaga Ortiz J., 2018, *Estrategias de marketing internacional*, Pearson ed. Ltd
- (9) **Holtt, D. B., Quelch, J.A. & Taylor, E.L. (2004). How Global Brands Compete. *Harvard Business Review*.**
- (10) Jain, S. C. (1989). Standardization of international marketing strategy: Some research hypothesis. *Journal of Marketing*, Vol 53 (N° 1), pp 70-79.
- (11) Keller, K. L. (2008). *Branding - Administración Estratégica de la Marca*. México: Pearson Education.
- (12) Kotabe, M. & Helsen, K. (2010). *Global Marketing Management*. John Wiley & Sons Inc.
- (13) Kotler, P.T. & Keller, K.L. (2014). *Marketing Management*. Pearson Education Inc.
- (14) Lu, L., Rose, G.M. & Blodgett, J. G. (1999). The effects of cultural dimensions on ethical decision making in marketing: an exploratory study. *Journal of Business Ethics*, Vol 18 (N° 1), pp 91-105.
- (15) Nunes, P. F. (2008). Can Knockoffs Knock Out Your Business? *Harvard Business Review*.
- (16) **Prahalad, C.K. & Lieberthal, K. (2003). The end of corporate imperialism. *Harvard Business Review*.**
- (17) Roth, M.S. & Romeo, J.B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effect. *Journal of International Business Studies*, Vol 23 (N° 3), pp 477-497.
- (18) **Salciuvienė, L., Ghauri, P.N., Stredler, R.S. & De Mattos, C. (2010). Do brand names in a foreign language lead to different brand perceptions? *Journal of Marketing Management*, Vol 26 (N° 11-12), pp 1037-1056.**
- (19) **Theodosiou, M. & Leonidou, L.C. (2003). Standardization versus adaptation of international marketing strategy: an integrative assessment of the empirical research. *International Business Review*, Vol 12, pp 141-171.**
- (20) Ward, J.J. (1987). *Gerencia de comercialización de exportaciones*. Centro de Comercio Internacional UNCTAD/GATT.
- (21) **Zou, S. & Cavusgil, T. (2002). The GMS: A broad conceptualization of global marketing strategy and its effect on firm performance. *Journal of Marketing*, Vol 66 (N° 4), pp 40-56**
- (22) **Zou, S., Cavusgil, T. & Naidu, G.M. (1993). Product and promotion adaptation in export ventures: An empirical investigation. *Journal of International Business Studies*, Vol 24 (N° 3), pp 479-506.**