

IMBA PROGRAM COLLEGE OF COMMERCE NATIONAL CHENGCHI UNIVERSITY

國立政治大學

Global and Cross Cultural Marketing 2014

Glen H. Brodowsky, Ph.D. glenbrod@csusm.edu

I. Course Description

Successful firms realize that exchange of goods and services occurs within a global context. The domestic environment is part of the global environment. This course focuses on marketing strategies that firms might choose at different stages of their involvement in global markets. These stages include entry into new markets, growth opportunities in expanding new markets, and streamlining firm activities to take advantages of synergies on a global scale.

II. Course Goals

- To understand the marketing within the complexity of the global economic, cultural, political, and historical environment
- To appreciate the opportunities for both standardizing marketing strategies as well as the need for localizing marketing strategies.
- To examine the how firms and their strategies evolve as they become increasingly involved with and influenced by global forces.

III. Required Texts:

Gillespie, Kate and David H. David Hennessey, **Global Marketing 3rd Edition** ,

IV. Grading

V. Individual Cases

Each student will be responsible for two cases. Case analyses will involved answering the

Two Individual Cases Analyses @ 100 points Each	200 points
Country Screening Exercise	300 points
Presentation	200 points
Final Examination	300 points

questions in the cases found in the book. I will provide you with more detail and formatting instructions on the first day of class.

VI. Schedule of Topics (Subject To Change)

This is a very intensive course. We have four long days together. I will break up the lectures with videos and discussions, and will give you time to do in-class group work on your project. I have provided a complete set of course notes for you that corresponds to the text. We will not have time to cover everything in as much detail as I would like. The BEST thing you can do is READ the textbook before coming to class. That way, I can minimize lecture time and maximize discussion.

Week 1: An overview of Global Marketing Chapters 1-4
Week 2: Competitors, Marketing Research, and Market Entry Decisions Chapters 5-7
Week 3: Expanding Global Markets: Modifying the Marketing Mix Chapters 8-12
Week 4: Global Logistics and Promotions, Chapters 13-15

VII. Team Project:

Throughout the course of the semester, you will be expected to complete a team project. This project will provide you with the opportunity to experience, first-hand, the complex issues involved in developing strategies for marketing your product on a global basis. The goal of the project is to help you become more aware of the global environment, the nature of the product markets, and competitor strategies in other countries.

You will be expected to form teams of no fewer than three and no more than four students for the completion of the project. Your team represents a **hypothetical** company that is planning to offer a product or service in a new country. The team approach allows you to divide up the labor involved in completing the project. The project will be completed throughout the course of the semester, and you will deliver various parts of the project to me at designated dates. This will ensure that you don't get stuck with a lot of work at the end of the semester. The project outline follows:

Country Screening Exercise: Due March 9, 2013

This exercise is intended to develop familiarity with country screening procedures based on secondary data. You will have the opportunity to use basic statistical data on a wide range of countries

1. Product Selection

Your group must select a consumer or industrial product or service that is currently made and sold in Taiwan. Examples may include: cameras, construction equipment, cosmetics, fast food, household appliances, medical equipment or toys.

2. Establish International Objectives

Having decided to expand your company activities overseas, it is important to decide, early on, what you hope to accomplish and why. To this end, you should define the corporate objectives of your hypothetical company with regard to the international market. This includes degree of involvement relative to company size, resources, the company's competitive advantage, product positioning, etc.

Chapter 4

3. Opportunity Identification

Students then collect data to identify and evaluate potential marketing opportunities for their product or service worldwide. This involves a multi-stage screening process similar to that described in class.

a) First, students should develop a number of preliminary screening criteria, for example: minimum population size, minimum GNP per capita. You must consider at least five screening criteria. This will enable you to eliminate countries that are not feasible to enter and focus your attention on a smaller set of feasible countries to examine in greater depth.

b) The next step is conducted at the country level, and consists of indicators relating to the general business environment. For example: GDP, population size, rate of inflation, GDP growth, political risk, etc. This should include indicators of both market potential as well as barriers to entry and risks. The specific indicators should be tailored to product selected as well as company objectives. This data can be obtained from secondary data sources available at the library. A list of such sources is provided in the appendix.

c) The third screen relates to product market data. This should include data relating to product sales, growth rate, product usage, as well as data relating to sales and growth of competing and substitute products. As far as possible, information relating to the presence and market share of key competitors should also be collected.

d) The final screen, which should be conducted in relation to three to five countries, should consist of information relating to the market infrastructure of the country and the ease of market entry. Depending on the specific product or service, this might include information relating to distribution channels and access, media costs and availability, product and pricing regulation, marketing presence and strategy of key competitors. This state may also entail collection of qualitative, journal or press articles, interviews with nationals, industry or country experts to make a final assessment of market potential.

4. Country Selection

Now that you have completed the task of screening countries, you will have identified the best country for initial market entry. This decision should be based on the assessment of the market potential as well as a competitive analysis and the aggressiveness of the company's strategy for initial entry.

5. Recommendations

A report of 10 pages evaluating opportunities and documenting the choice of country or countries to enter as well as the underlying rationale should then be prepared and submitted.