

INTERNATIONAL MARKETING MANEAGEMENT

INSTRUCTOR: Deanna Wang

CLASS MEETING TIME: Wednesdays 2-5 pm

OFFICE HOURS: Wednesdays & Thursdays 1-2 pm or by appointment

COURSE OBJECTIVES:

- (1) Develop familiarity with the problems and perspectives of marketing across national boundaries
- (2) Acquire analytical ability to make marketing decisions facing firms engaged in international business
- (3) Gain knowledge of tools and approaches to structure and control marketing programs on a global basis

COURSE MATERIALS

1. Textbook: *Global Marketing* (7th edition) by Keegan and Green, Pearson
(雙葉代理)
2. Cases

GRADING POLICY

Midterm Examination	25%
Final Examination	30%
Group Project	20%
Case Study	15%
Class Participation	10%

CASE STUDY

There will be four cases selected for group presentations. 50% of case grades will be based on group effort and 50% based on individual contributions. The groups of presenters will present the results of their analysis to the class. The length of each presentation should be around 20 minutes. Note that all group members must be present for the presentation—no excused absences. Following the presentations, discussants will be chosen from the rest of the class to provide critiques on the analysis and raise critical thinking questions for the presenters. A copy of the presentation slides should be given to the instructor via email two hours prior to the presentation in class. Failure to do so will result in a 10% deduction of the case presentation grade.

Course Outline

Date	Topic	Readings & Assignments
2/20	Introduction Global Marketing Environment	Ch. 1, 4
2/27	Global Marketing Environment (Cont'd) Case: Keegan and Green's Case 1-2 McDonald's (p. 30)	Ch. 4
3/6	Global Marketing Environment (Cont'd) Case: HKU984 "WAL-MART IN CHINA (2012)"	Ch. 2, 3, 5
3/13	Global Marketing Research Case: HBR Dec 2012 "WHAT PANASONIC LEARNED IN CHINA"	Ch. 6
3/20	Segmentation, Targeting, Positioning Case: IVEY W12092 "ELIE SAAB: GROWTH OF A GLOBAL LUXURY BRAND"	Ch. 7
3/27	Global Market Entry Strategies Case: IVEY 908A13 "SAN FRANCISCO COFFEE HOUSE: AN AMERICAN STYLE FRANCHISE IN CROATIA"	Ch. 8, 9
4/3	Global Product Decisions Case: IVEY W11227 "HTC CORPORATION: A SMART PHONE PIONEER FROM TAIWAN"	Ch. 10 Group 1 Case presentation
4/10	Project Consultation (I)	
4/17	Midterm Exam	
4/24	Global Pricing Decisions Case: HKU978 "HAIER IN INDIA: BUILDING PRESENCE IN A MASS MARKET BEYOND CHINA"	Ch. 11 Group 2 Case presentation
5/1	Global Marketing Channels and Physical Distribution	Ch. 12

	Case: HBS 5-504-066 "ZARA"	Group 3 Case presentation
5/8	Global Marketing Communications (I) Case: Keegan and Green's Case 13-2 Scotch Whisky (p. 408)	Ch. 13, 14
5/15	Global Marketing Communications (II) Case: HBS 5-512-108 "TRIPADVISOR"	Ch. 13, 14 Group 4 Case presentation
5/22	Project Consultation (II)	
5/29 6/5 6/19	Final Group Presentations (I) Final Group presentations (II) Final Exam	Project report due Peer evaluations due