

Lingnan University
Department of Marketing & International Business

MKT321 – International Marketing Management

Course Outline for 2010

Brief Course Description

Drawing on and informed by such courses as Marketing Management, Global Business Environment and Strategic Management, this module focuses on the key issues of international marketing management including decision making processes of international managers in determining policies in marketing planning, marketing mix strategies, and organising and controlling international operations in a turbulent world business environment. These key issues will be expanded to include international dimensions of marketing research and intelligence, impact of globalisation on marketing and international marketing of services. A unique focus will rest on the competitive advantage of Hong Kong worldwide and another focus will rest on the competitive marketing of luxury products.

Aims

The course is designed specifically to integrate the core concepts of marketing management with concepts of international business and cross-cultural management. The course aims to support the assurance of the Business Programme level learning objectives through providing further emphasis on the functional aspect of marketing, additionally it aims to fulfill the learning objectives related to international perspectives and understanding of ethical issues.

Learning Outcomes

On completion of this course, students will be able to:

1. Describe the nature of international marketing and its value for modern business with particular emphasis on the globalization of modern business and external demands for corporate social responsibility and ethical conduct in an international dimension.
2. Explain the basic concepts, principles and practices associated with international marketing management.
3. Apply knowledge gained in other courses to the understanding of marketing management in an international setting.
4. Analyze international marketing situations and take appropriate decisions.
5. Present a credible business case in a team setting.

Indicative Content

Global Marketing Environment: Global economic environment, financial environment, global cultural environment and buying behavior, political and legal environment. This part will discuss how local business ethical environment may affect a firm's international marketing practices.

Development of Competitive Marketing Strategy: Global marketing research, global segmentation and positioning, global marketing strategies, global market-entry strategies and global sourcing strategy: R&D, manufacturing, and marketing interfaces

Global Marketing Strategy Development: global product policy decision I: Developing new products for global markets, global product policy decision II: Marketing products and services, global pricing, communicating with the world consumer, sales management, global logistics and distribution and export and import management

Managing Global Operations: Planning, organization, and control of global marketing operations, global marketing and the internet and global internet consumers

Teaching Method

Theoretical perspectives on IMM (International Marketing Management) will be presented and discussed via interactive class exercises. Case studies will form part of the learning strategy. Findings of assignments and case studies will be presented and discussed in class.

Measurement of Learning Outcomes

1. Case study report requires team to address social responsibility and ethical issues in a global perspective where appropriate.
2. In addition to 1, problem based continuous assessment requires students individually or in teams to explain the applicability of concepts, theories and principles of international marketing management to real life problem situations.
3. Teams comprise, where possible, students from more than one specialization with a view to applying a variety of perspectives to a business problem and the case study. Final examination specifically requires students to apply past learning in addressing the case and examination questions.
4. Case study requires students to analysis a real life company situation and to propose solutions and recommendations.
5. Case study presentations require students to present findings both orally to critique groups and the credibility of the presentation plus the ability of the team to answer questions are assessed. The case study report is assessed for logicity, flow or argument and feasibility of recommendations within an international marketing domain.

HINTS, DO'S AND DON'T'S

1. If at any point during the course you have questions regarding the preparation of the case studies, readings, the assignments, or other matters, **do not hesitate to contact** me in person or via e-mail.
2. **Use name cards regularly** in class throughout the semester. The name cards should be printed using big/bold fonts & uppercase letters and show your complete name plus calling name if different from first name. Failure to do so will affect your class participation grade.
3. Note, lectures **may or may not follow or duplicate** the text. .
4. When submitting assignments (including group) **include complete name**, student ID number, and (for team-work) team number.
5. **Punctuality** is a must. Late-coming is disruptive.
6. During class, **please turn off your mobile phones**, pagers, and other gizmos that might interfere with the class.
7. Come to class **prepared** to participate. Don't be afraid to express your opinion; there are often no right or wrong answers in marketing classroom discussions.
8. Given the amount of team-work, you will be able to assess your team-mates via **peer evaluation forms**. Also, evaluation is only of your other team-mates and should be on a strictly confidential basis. Make sure you explain extreme downgrades in the comments section of the form and that you hand the peer evaluation to me on time.

Assessment

Continuous Assessment	50%
<i>Class Participation</i>	15%
<i>Presentations</i>	20%
<i>Midterm Exam</i>	15%
Final Exam	50%
Total	100%

Required/Essential Readings

Kotabe, M. & K. Helsen, *Global Marketing Management*, 4th ed., New York: John Wiley, 2008.

However, knowledge seeking cannot be restricted to only one book. Students are strongly advised to explore and study other related reading materials in an adequate manner, for example, interesting and useful websites (please see below).

USEFUL WEBSITES:

New York Times	http://www.nytimes.com/
Washington Post	http://www.washingtonpost.com/
CNN Interactive News	http://www.cnn.com/
Fortune Global 500	http://money.cnn.com/magazines/fortune/global500/2007/
Statistical Abstract of the United States	http://www.census.gov/prod/www/statistical-abstract.html
Stat-USA Databases	http://www.stat-usa.gov/stat-usa.html
The World Factbook (CIA)	www.odci.gov/cia/publications/factbook/index.html
Useful Link for International Business Topics	http://wtfaculty.wtamu.edu/~sanwar.bus/otherlinks.htm
Global Edge Resource Desk	http://globaledge.msu.edu/
Going-Global	http://www.going-global.com/
Foreign Exchange Rates	http://pacific.commerce.ubc.ca/xr/today.html
Economic Statistics Briefing Room	http://www.whitehouse.gov/fsbr/esbr.html
Country Information	http://www.yahoo.com/regional_information/countries/
Country Reports	http://www.countryreports.org/
International Laws	http://lexmercatoria.net
Culture and Languages	http://gamma.sil.org/ethnologue
JETRO White Paper (statistics on Japan and other countries)	http://www.jetro.go.jp/en/stats/white_paper/
Keizai Koho Center (statistics on Japan)	http://www.kkc.or.jp/english/

Journal and Magazines

Asia Pacific Journal of Marketing
Journal of World Business
European Journal of Marketing
International Marketing Review
The Economist
Fortune

Course Schedule

Week/Date	Lecture	Readings/Assignment
1. 12/1	Introduction to International Marketing & Strategy Competitiveness of Nations	
1. 14/1	The Globalization Imperative	Chap. 1
2. 19/1	Economic Environment and Competitiveness of Regions: America, Asia, Europe & Afrika?	Chap. 2 Group Project Assignment
2. 21/1	Diskussion of Group Projects (Regions & Luxury)	
3. 26/1	Global Cultural Environment and Buying Behavior	Chap. 4
3. 28/1	Global Brands and Luxury Brands	Chap 11 Article by Taylor
4. 2/2	Louis Vuitton	Case Study
4. 4/2	<i>Sports Day</i>	
5. 9/2	Global Entry Strategies	Chap.9
5. 11/2	Diskussion of Group Projects	
6. 16-18 /2	<i>Chinese New Year holidays</i>	
7. 23/2	Global Entry: WalMart No.1 (1994-2005)	Case Study
7. 25/2	Global Entry WalMart No. 2 (2005-2009)	Case Study
8. 2/3	Midterm Exam	
8. 4/3	Group Project: Field Work	Tba
9. 9/3	Global Segmentation	Chap. 7
9. 11/3	Global Marketing Research	Chap. 6
10. 16/3	Group Project: Data	
10. 18/3	Global Sourcing Strategy	Chap 10
11. 23/3	Import & Export Management	Chap. 17
11. 25/3	Group Project	
12. 30/3	Communicating with the Global Consumer	Chap. 14
12. 1/4	Global Marketing and the Internet	Chap. 19
13. 6/4	Ching Ming Festival	
13. 8/4	Political and Legal Environments around the globe	Chap. 5
14. 13/4	Group Project Final Consultation	
14. 15/4	Group Project Presentation	Groups
15. 20/4	Group Project Presentation	Groups
15. 22/4	Review and revision	Reports due

Policy Statements

Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.