

Global Marketing Strategy 420 / International Business 420
Fall 2016

Instructor

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Office Hours: Available most days by individual appointment, please email to set an appointment.

Objectives

Students successfully completing this course will be able to:

Explain how the forces of risk, culture and macro- and national-level economic factors impact firm strategy, market entry scenarios, product and service adaptation requirements, pricing issues, challenges in logistics and distribution, and global branding and communication when products and services cross national borders

Explain how differences in legal systems, laws, jurisdiction and enforcement of property rights create challenges for global marketers, including related ethical issues

Articulate the politics of trade at the national and supranational level and how government intervention impacts trade and investment

Explain the role of the U.S. in the global economy given broad changes in global demographics, technology, government intervention and control of economic sectors, trade and resource scarcity

Demonstrate ability to research cultural issues (broadly defined as political, economic, social, technological, legal and environmental issues), including in preparation for negotiations with potential suppliers, distributors and consumers.

Create proposals for adapting firm strategy for foreign national and sub-national environments.

Approach

This course analyzes world markets and their respective consumers and environments, and equips participants with the perspectives necessary to develop marketing strategies for ever-changing global markets. Course concepts are presented through lecture and discussion of relevant concepts, readings from the business press, guest speakers and case analyses of actual global marketing issues, including an in-depth group research project.

Course Prerequisites

Required: Marketing 300
Recommended: International Business 200

Website

The Global Marketing 420 course website is available at: <https://canvas.wisc.edu>

You will need to login with your UW Net ID and password.

Note: Files may open up in a new browser window or application (for instance, Adobe Reader) so make sure to check your browser settings or other open applications if you are having trouble downloading or viewing files.

Required Materials

Most readings will be available online on the course web site, or from a search on wisc.edu library.

Students may be required to purchase selected cases or other supplementary materials at an approximate total cost of \$8-\$12. Details will be shared early in the semester.

Course Timing

9:30-10:45 a.m. Mondays and Wednesdays 1270 Grainger Hall

Grading

Involvement	18 percent
Case Presentations (10 percent each)	20 percent
Global Promotion Assignment	5 percent
Global Marketing Topics Presentation	10 percent
Final Team Project	20 percent
Final Team Project Feedback (Written and Verbal)	3 percent
Quizzes (12 percent each)	<u>24 percent</u>
	100 percent

Impact of Attendance and Involvement on Grade

Given the nature of the course topics and structure, quality involvement, contributions and questions in class activities will serve a measure for student preparation and for all course assignments that do not have a specific grade weighting or deliverable (e.g., reading assignments, Brief Cases). Quality involvement is usually the factor that most differentiates student grades.

Full percentage (18-15)	Perfect (or near perfect) attendance/timeliness Outstanding quality of involvement in classroom discussion/activities Answers are detailed Asks probing questions of instructor and other students; willing to disagree/debate and/or point out gaps or inconsistencies in data/strategies Does not pass if called upon
Above average (14-12)	Perfect (or near perfect) attendance/timeliness Frequent participation in classroom discussion/activities Remarks have a level of complexity
Average (11-9)	Consistent attendance/timeliness Occasional contributions to involvement classroom discussion/activities Generally prepared for most discussion Remarks generally brief and superficial Does not ask critical questions
Below average (8 and below)	Marginal attendance/timeliness Minimal contributions to discussions Asks questions that distract from discussion or have already been answered Distracted by personal technology (not using technology for classroom purpose)

Assignments

Assignments are to be submitted on the specified due date. Late assignments will not be accepted.

Make-Up Work

Medical and other emergencies will be handled on a case-by-case basis.

Global Marketing Topics Presentation

In teams of two, students will prepare and lead a short discussion/presentation (**maximum of 12 minutes**) that connects with the specific topic/theme being discussed in class. The goal is to add additional timely company or country examples and perspectives to course materials. Great presentations usually conclude with a couple of questions for broader discussion. Students should submit their presentation file to Sachin via email prior to class for preloading. If media is included in the presentation, it should be tested with Sachin in the moments preceding the start of class. **Students are encouraged to consult with Sachin for ideas**, but that should be well in advance of their respective presentation. Pairings for the Topics Presentation will be announced during the second week of the course.

Case Presentations

As opposed to "Brief Cases" in the syllabus, which will be discussed in class as other articles and do not require any formal deliverable, students in the course will need to prepare a 15 minute analysis in PowerPoint (or Keynote or PDF) format for two (2) comprehensive cases. Case presentation teams will be assigned.

All teams must upload their case presentation files to the online drop box by 9:15 a.m. on the due date. Not all teams will have an opportunity to present due to time. Questions for each case presentation will be announced ahead of the due dates.

Quizzes

Two quizzes will be administered. Quizzes will consist of short answer questions. The questions will cover lectures and assigned readings.

Final Team Project

Students will be assigned in teams of 4 or 5 and tasked in researching, analyzing and proposing a solution for a current global marketing issue/problem/opportunity facing a particular firm or industry and which is relevant to the topics covered in the course. The project should not focus on a U.S. issue, even for a non-U.S. firm.

There will be nine (9) teams/projects.

Deliverables and Due Dates:

Project Pre-Proposal

Due: November 2

Short write-up (maximum one page; does not have to be formal write up--bullet points okay) of the proposed company and problem the group wishes to address in their project. Groups will likely need to conduct a little research in preparing this proposal. You are encouraged to consult with the instructor about potential ideas ahead of this deadline.

Project Draft Due (10 minute meeting)

Due: November 28, 29 or 30

All groups will meet with Sachin to informally present a 10-minute overview of their research to date and plans for final research and strategy formulation.

Final Presentation File (18 minutes, plus Q&A of up to 5 minutes)

Due: December 7

Grading Criteria:

Quality of Proposal and Quality of Problem/Issue

Evidence of solid and detailed research in order to frame the particular issues

Quality of Final Research, Recommendations and Presentation

Focused and actionable strategy recommendations (creativity that is tempered with feasibility)

Well researched with adequate and relevant data presented

Presentation professionally delivered

Additional details about the Team Project will be shared during the semester.

Team Project Feedback

Learning to give (and receive) constructive feedback is a crucial communication skill. All students in the course will individually compose feedback to be distributed to all of the other teams by the end of the semester.

Academic Misconduct

Any student work or exam in question will be examined and a formal investigation may proceed. This will involve holding a formal meeting with the student(s), the instructor, and relevant department chair(s). Based on this meeting, disciplinary action may be taken against the student. Serious acts of academic misconduct may result in the student(s) involved receiving a failing grade in the course or even expulsion from the University.

Use of Personal Electronic Technology by Students in the Classroom

Pursuant to the Wisconsin School of Business policy on use of personal electronic technology by students in the classroom, students are permitted to use laptops in the course for classroom-related purposes only (i.e., note taking or downloading/reviewing material from the course web site). Other personal electronic technology should not be used during course time.

Students Working with the McBurney Disability Center

If you are a student working with the McBurney Disability Center and need accommodations, please make an appointment to see me by the end of the second week of the semester.

Course Outline

Session	Date	Topic	Readings and Assignments	Topic Presentation
1	9/7	Course Introduction Syllabus Overview	"Do You Know What You Don't Know?" Harvard Business Review Blogs <i>Brief Case (To Be Distributed in Class): An Example of a Social Media Crisis in Global Marketing</i>	
2	9/12	Globalization & The Global Economy	Ghemawat, Pankaj. "'Flat' World Will Take Long Time to Smooth Out." Bloomberg. October 19, 2011. Douglas, Susan. "The Myth of Globalization." Columbia Journal of World Business. Winter 1997. pp. 19-29. Miklian, Jason and Schouten, Peer. "Fluid Markets." Foreign Policy. September 3, 2013. Bartash, Jeffrey. "The Worrisome Struggle to Grow and Add Jobs: Some See Slower Long-Term Growth in America's Future." MarketWatch.com January 14, 2013.	
3	9/14	Cultural Environment	Hall, Edward T. "Silent Language in Overseas Business." Harvard Business Review. May/June 1960, Vol. 38 Issue 3, pp. 87-96. <i>Brief Case: Not-So-Wonderful World of EuroDisney - Things are Better Now at Paris Disneyland</i> Read Disney Case: Disney Request for Proposal	
4	9/19	Political and Macro Risk Factors	"Everybody is an Expert." The New Yorker. December 5, 2005. Riley, Michael. "China Mafia-Style Hack Attack Drives California Firm to Brink." Bloomberg. November 27, 2012. "Kung Fu Panda 2: Hollywood Works Harder to Win Chinese Audiences." CSMonitor.com Wen, Phillip. "China Blocks Apple iTunes and iBook Stores After Launch of Ten Years." The Sydney Morning Herald. April 23, 2016.	1. 2. 3. 4.
5	9/21	<i>Brief Case</i>	<i>Brief Case: Tiny Islands, Big Problems</i>	

6	9/26	International Negotiation Introduction and Preparation	[Note: If you do not attend this day you cannot participate in the negotiation.] Draw for Teams, Review Instructions and Individual Roles, Internal Negotiation Team Meetings	
7	9/28	Negotiation Simulation	Negotiation & Negotiation Evaluation	
8	10/3	International Negotiation Debrief & Finish Discussion of Culture	Debrief Negotiation	5. 6. 7. 8.
9	10/5	Disney Case Presentations	Case Presentation Due	
10	10/10	Trade Policy Tools, Legal Issues & Intellectual Property Protection	Skim: Toy Biz Inc. vs. United States Martin, David. "Unraveling the Great Chinese Corn Seed Spy Ring." Al Jazeera. October 6, 2014.	9. 10. 11. 12.
11	10/12	Market Selection and Segmentation	Immelt, Jeffrey R.; Govindarajan, Vijay; Trimble, Chris. "How GE Is Disrupting Itself." Harvard Business Review. October 2009, Vol. 87 Issue 10, pp. 56-65. Winter, Amos; Govindarajan, Rajan. "Engineering Reverse Innovations." Harvard Business Review. July-August 2015. Johnson, Bill. The CEO of Heinz on Powering Growth in Emerging Markets. Harvard Business Review. October 2011, Vol. 89 Issue 10, pp. 47-50. Taylor, Charles. "Lifestyle Matters Everywhere." Advertising Age. May 19, 2008. Behrmann, Elisabeth. "Porsche Capping 911 Styles Shows Limits to Endless Choice." Bloomberg. November 14, 2014.	13. 14. 15. 16.
12	10/17	Midterm Quiz & Final Team Project Idea Generation		
13	10/19	Bottom of the Pyramid & Emerging Markets	<i>Brief Case: Nokero</i> Read pp. 1-7: "Winning in China's Mass Markets: New Business Models, New Operations for Profitable Growth." IBM Institute for Business Value Study. March 7, 2007. Majumder, Sanjoy. "The Village that Just Got its First Fridge." BBC News Magazine. January 28, 2015. Bhattacharya, Ananya. "Facebook Has Come Up with a Plan B for Bringing the Internet to India." Quartz. August 9, 2016.	17. 18. 19. 20.

14	10/24	Global Marketing Channels & Distribution	<p>Read pp. 8-22: "Winning in China's Mass Markets: New Business Models, New Operations for Profitable Growth." IBM Institute for Business Value Study. March 7, 2007.</p> <p>Watch: Zara Operations Videos (posted online)</p>	<p>21. 22. 23. 24.</p>
15	10/26	Innovation and Adaptation for Consumers	<p>Huston, Larry; Sakkab, Nabil. "Connect and Develop." Harvard Business Review. March 2006, Vol. 84 Issue 3, pp. 58-66.</p> <p>"How Indian Men Pushed Gillette To Do Things Differently." NDTV.com October 6, 2013</p> <p>Jaruzelski, Barry; Dehoff, Kevin. How the Top Innovators Keep Winning. Strategy + Business. Winter 2010, Issue 61.</p>	<p>25. 26. 27. 28.</p>
16	10/31	Case Discussion	<i>Brief Case: Nestle in Cuba</i>	<p>29. 30. 31. 32.</p>
17	11/2	Final Project Consultations	In-class discussions with teams. At end of class, at minimum teams must turn in bulleted Final Project proposals and outline.	
18	11/7	Case Introduction: P&G India	Read P&G India Case	
19	11/9	International and Global Branding Strategies	<p>Rein, Shaun. "The Key to Successful Branding in China." Bloomberg BusinessWeek. September 25, 2007.</p> <p>Doland, Angela. "Chinese Brands Want to Go Global; Here's Why It's Still So Tough." Advertising Age. August 31, 2015.</p>	<p>33. 34. 35. 36.</p>
20	11/14	Case Presentations: P&G India	Case Presentation Due	
21	11/16	International and Global Marketing Communications and Promotion	<p>Wilken, Rowan; Sinclair, John. "Global Marketing Communications and Strategic Regionalism." Globalizations. February 2011, Vol. 8, No. 1, pp. 1–15.</p> <p>Doland, Angela. "China Just Overhauled Its Advertising Law: Here's What You Need to Know." Ad Age. April 29, 2015.</p> <p>O'Barr, William M. "Advertising in China." Advertising Educational Foundation. 2007.</p>	<p>37. 38. 39. 40.</p>
22	11/21	International Promotion	International Promotion Assignment In Class Preparation and Consultation	
23	11/23	International Promotion Presentations		

24	11/28	Pricing for International and Global Markets		41. 42.
25	11/30	No Class	[Teams to Meet with Sachin on 11/28, 11/29 or 11/30 to Present Final Project Drafts]	
26	12/5	Wrap Up & Course Evaluation		
27	12/7	Team Project Presentations	Three Teams Present	
28	12/12	Team Project Presentations	Three Teams Present	
29	12/14	Team Project Presentations	Three Teams Present	
30	12/20	Final Quiz @ 7:45 a.m.	Date and time as scheduled by Registrar for Final Quiz. Location <To Be Announced>	

This document is subject to revision at the discretion of the instructor. Any changes will be communicated well in advance of due dates.