

MKT 320 - GLOBAL MARKETING Spring 2013

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Office Hours: T – TH 1:00 p.m. - 2:00 p.m. Wed 2:00 – 4:00 p.m.**
Additional Office Hours are Available by Appointment
Please leave a Voice Mail message or E-mail your request

Textbook: **Required**
(1) *Global Marketing* 7th Edition by Keegan & Green, 2013
ISBN 978-0-13-271915-5 paperback
(2) *Reverse Innovation: Create Far from Home, Win Everywhere* by Vijay Govindarajan and Chris Trimble, 2012. Harvard Business Review Press.
ISBN 978-1-4221-5764-0 (hardback) This book can be purchased as an e-book through Kindle or as a used textbook from Amazon). Note I did not order this book through the LU book store, but it is **REQUIRED**.
Additional readings and cases will be assigned by the professor throughout the semester.

Course Learning Objectives: This course is an advanced, managerially oriented *elective* primarily developed for undergraduate students concentrating in international business and interested in the International Careers Track. Upon completing this course, the students should be able to:

1. Recognize the distinction between Globalization and Reverse Innovation
2. Gain an appreciation for the scope of the global marketing environment.
3. Gain an appreciation for the impact of "culture" on global marketing decisions
4. Identify, analyze and estimate demand for selected Emerging Market marketing opportunities.
5. Develop foreign market entry strategies in a variety of global, pan-regional and emerging market situations.

Pedagogy: This is an elective course. This presumes that you have at least some interest in the field of International/Global Marketing. My goal as your professor is transform this interest into a passion. While I will lecture on occasion, the majority of class time will be spent discussing what you have read *outside of class or discussing individual or group projects and assignments*.

To foster classroom dialogue, students may be *required* to: present case analyses, conduct analytical tool application assignments and or summarize assigned readings assignments during the semester. The framework and the evaluation of these in-class activities will be discussed later in the syllabus.

Examinations: All exams will be closed book, closed notes, with contents taken from class notes, class discussion of articles, cases, questions and the textbook. The test questions may take the form of essay, MC, TF, managerial applications or case analysis.

Statement on Disabilities: If you have a documented learning disability, and will be requesting academic accommodation for this class, please contact Dean Cheryl Ashcroft in the Office of Dean of Students, UC 212,8-4152.

Academic Integrity: “Lehigh University Student Senate, Statement of Academic Integrity. We, the “Lehigh University Student Senate, as the standing representative body of undergraduates, reaffirm the duty and obligation of the students to meet and uphold the highest principles and values of personal , moral, and ethical conduct. As partners in our educational community, both students and faculty share responsibility for promoting and helping to ensure an environment of academic integrity. As such, each student is expected to complete all academic coursework in accordance to the standards set forth by the faculty and in compliance with the university’s Code of Conduct.

Make-Up Test Policy:

1. Don't miss the EXAM!
2. Automatic one-grade lower on make-up tests.
3. Make-up exams will only be given for exceptional circumstances; University approved absence required.
4. Also, instructor must be informed of missed tests before the scheduled test time (preferably at least a one (1) week notice.

Course Evaluation:

2 exams (each worth 100 points)	200 points
Semester Term Project	100
Class Participation and discussion	50
<i>Individual Written</i> assignment (2 @ 25 points)	<u>50</u>
TOTAL	400 points

Additional Evaluation Comments:

Any **group work** required in the course will be evaluated on a "**peer evaluation**" basis for individual effort as well as the "quality" of input. Consequently, an *individual student grade may be lowered as a result of the peer evaluation process*. Also, any assignment handed in late will be penalized. Time is money and additional time also provides you (unfairly!) with a preparation advantage that your fellow students did not have.

Grading:

A = 93 - 100% (372-400 points)	C = 75 - 77.9% (300-311 points)
A- = 90 - 92.9% (360-371 points)	C- = 72 - 74.9% (288-299 points)
B+ = 87 - 89.9% (348-359 points)	D+ = 69 - 71.9% (276 -287 points)
B = 84 - 86.9% (336-347 points)	D = 66 - 68.9% (264-275 points)
B- = 80 - 83.9% (324-335 points)	D- = 63 - 65.9% (252-263 points)
C+ = 78 - 79.9% (312-323 points)	F = below 252 points

Policy on Extra Credit

I do not offer extra credit. RATIONALE: It minimizes the achievement of those students who have achieved a score above you. Additionally, if I extend this option for one student then I am obligated to offer this opportunity to everyone. QED.

Laptops and Cell Phone Policy (aka DD)

"Please NO TEXTING during class. Laptops may be used for MKT 320 in-class note taking purposes only. Checking emails or working on other CBE class assignments during the MKT 320 class time is inappropriate and unprofessional."

MKT 320: GLOBAL MARKETING (Spring 2013)
COURSE SCHEDULE

Date	Topic	Keegan & Green	Assignments/Speakers*
Jan 15	Introduction to the Course and Review of Syllabus and Course Requirements		Reading: Increasing Rules of the Global Economy are Set in Brussels? Reading: How GE Is Disrupting Itself
Jan 17	The Scope and Challenge of International (Global) Marketing	Chp 1	Case 1-2 McDonald's Expands Globally While Adjusting Its Local Recipe. (Be prepared to discuss case questions) In Class Review of Reading: "Increasingly Rules ... Set in Brussels" Video "Protos: The Plant Oil Cooking Stove"
Jan 22	Global Economic Environment Tutorial on Global Marketing Resources	Chp 2	In Class Review of Reading: How GE Is Disrupting Itself Self-select term project team members; six (6) teams w/5 students/team Ms. Janet Hughes jah612@Lehigh.EDU
Jan 24	Regional Market Characteristics and PTAs	Chp 3	Individual (Written) Culture Exercise . Follow assignment description posted to Course Site (CS) Due January 31 st . Reverse Innovation Individual??
Jan 29	Social and Cultural Environments	Chp 4	Term project -- "Innovation from Emerging Markets" (Follow assignment description posted to Course Site. Proposal due September 27th (or earlier). Final paper due Nov. 28th. Reading: "French Workaholics" posted to CS
Jan 31	Social and Cultural Environments	Chp 4 (cont.)	In Class Discussion of Reverse Innovation?? Cultural Exercise (time permitting) Term project -- "Innovation from Emerging Markets" (Follow assignment description posted to Course Site. Proposals due February 19 and February 2. Final paper due April 26 th .
Feb 5	Negotiating with international customers, partners and regulators.		Guest Speaker (TBA)
Feb 7	Political, Legal and Regulatory Environments	Chp 5	Reading: "Singapore Eases Ban on Sticky Foe" posted to CS. Reading: "Luxury French brands hit back at fakes"
Feb 12	Global Information Systems and Marketing Research	Chp 6	Briefly discuss <u>each group's</u> "Innovation from Emerging Markets" Concept Proposal if time permits. Reading: "Global Pix"
Feb 14	Segmentation, Targeting and Positioning	Chp 7	(2) Individual (Written) Foreign Entry Strategy Exercise. Follow assignment description posted to Course Site. Foreign Entry Due March 5th
Feb 19	Reverse Innovation term project proposal Presentations. Groups 1-3		Reverse Innovation term project proposal presentations. Groups 1-3
Feb 21	Reverse Innovation term project proposal Presentations. Groups 4-6		Reverse Innovation term project proposal presentations. Groups 4-6
Feb 26	Exam I -- Chapters. 1-7 Plus Assigned Readings		
Feb 28	Importing, Exporting, and Sourcing	Chp 8	Reverse Innovation term project proposal returned w/comments

Date	Topic	Keegan & Green	Assignments/Speakers*
Mar 5	Global Marketing Entry Strategies: Licensing, Investment, and Strategic Alliances	Chp 9	<u>In-class discussion-- Entry Strategy Exercise (time permitting)</u>
Mar 7	Global Marketing Entry Strategies: Licensing, Investment, and Strategic Alliances (con't)	Chp 9 (con't)	
March 11 -15	Spring Break – No Class		
Mar 19	Brand and Product Decisions in Global Marketing	Chp 10	Reading: “Kraft Reformulates Oreos for Chinese Market”
Mar 21	Pricing Decision	Chp 11	Assign dates (October 11 th - October 20 th) to meet with each group and briefly discuss each group’s, “Innovation from Emerging Markets” concept proposal
Mar 26	Global Marketing Channels and Physical Distribution	Chp 12	
Mar 28	Guest Speaker –AEF		TBA
Apr 2	Global Marketing Communication Decisions I: Advertising and PR	Chp 13	<u>Presentation Dates</u> for Emerging Markets Projects Assigned in Class
Apr 4	COMPREHENSIVE Draft of the <i>Innovation from Emerging Market Term Project Due</i>		Mandatory Attendance by all Team Members; also <i>Ms. Janet Hughes</i> will also be available. Location – DMS
Apr 5			LAST DAY TO WITHDRAW WITH A ‘W’
Apr 9	Global Marketing Communication Decisions II: Sales Promotion, PS, and Special Forms of MC	Chp 14	<i>Review of Foreign Commercials</i> COMPREHENSIVE Draft of the <i>Innovation from Emerging Market Term Project Returned with professor’s comments.</i>
Apr 11	Strategic Elements of Competitive Advantage	Chp 16	
Apr 16	Strategic Elements of Competitive Advantage	Chp 16 (con't)	
Apr 18	Exam II—Chapter 8 – 16 (excluding Chapter 15) plus Assigned Readings		
Apr 23	<i>Reverse Innovation</i> Term Project Laboratory. <i>In-class “Open Review Session” for all term projects with the professor</i>		<i>Agency peer evaluation due</i> Assign Term Project Presentation Dates
Apr 25	<i>Reverse Innovation</i> Term Project Laboratory. <i>In-class “Open Review Session” for all term projects with the professor</i>		<i>Course Evaluations</i>
FRI Apr 26	<i>Final Draft of all Reverse Innovation term projects and PPT Slide Presentation due at 12 noon (or earlier). No exceptions!</i>		<i>PLEASE SUBMIT TWO (2) BOUND COPIES and one electronic copy of your Reverse Innovation term project and your PPT slides</i>
Apr? May?	All Reverse Innovation project presentations are scheduled during the registrar’s assigned final exam date.		Registrar’s assigned final exam date for our class TBA by the registrar.

NOTE: Syllabus subject to change!

Overview of Term Project – Reverse Innovation in Emerging Markets

The vast majority of empirical studies on the topic of diffusion of innovations have been from the point-of-view (POV) of developed markets to emerging markets. Little is known about the diffusion of innovations from emerging markets to developed markets; also known as “reverse innovation”.

Your assignment is to find an examples of a ‘true innovation’ (not merely lower-cost imported commodities) sourced from emerging markets that may already be entering developed markets or poised to do so in the near term. Then you are asked to identify and describe the **business reasons** that may driving the growth of “innovations launched from emerging markets to developed markets”. A latent benefit of the rapid diffusion of information from to developed to emerging markets (i.e. Thomas Friedman’s “The World is Flat”) is that emerging markets may now be poised to launch product and marketing innovations targeted to developed markets.

- Length 20 - 25 pages, double-spaced, excluding appendices, drawings, etc. Follow standard formatting for college level term papers regarding citations, bibliography etc.
- This is a group assignment; Six (6) groups of 5-6 students per team.

Suggested Readings List (partial)

Books:

Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth by Navi Radjou, Jaideep Prabhu, and Simone Ahuja. 2012

Articles:

How GE Is Disrupting Itself

Competing for the Global Middle Class

The Fortune at the Bottom of the Pyramid

Nestlé’s small measures help Europe sales

GE, PepsiCo praised for CSR in emerging markets

How Coca-Cola Manages 90 Emerging Markets

Other readings to be announced and posted to Course Site