International Marketing Management
Spring 2011
Tuesday/Thursday 9:00-10:20 AM
B70.2385.20

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Course Description

This course focuses on the issues companies face when developing and implementing marketing strategies outside of their domestic markets. The major feature of this class is a group project based on introducing a product or service in a market other than the US. Each group will choose a product or service, along with an international target market, and then develop a complete marketing plan for introduction into that country. Each group will present their plans to the class where they will be evaluated by faculty and students. In addition, there will be a comprehensive exam covering materials discussed in class based on the textbook and case readings. Students are expected to come to class prepared to discuss the assigned topics. A sense of humor would also be appreciated.

The objectives of the course are to provide students with analytical tools to help them make better international marketing decisions including:

- Environmental analysis
- Social and ethical impact
- Resource allocation and budgeting
- Segmentation
- Branding and positioning
- Pricing
- Entry strategies for developing markets
- Channel design and management
- Communication planning

Project Plan and Presentation

Each team will develop a marketing plan to introduce a product or service into a foreign (non-US) market. While it is becoming increasingly difficult to find major brands that do not already have significant international coverage, there are many smaller markets that have not been penetrated. Part of the assignment is to locate those untapped opportunities. New ventures and product innovations including ventures with social and/or environmental impact are strongly encouraged. The plans will be evaluated for rigor of thought and thoroughness. Additional details regarding the format will be provided in class.
The recommended text is: Global Marketing Management, 7/E, Warren J. Keegan, Prentice Hall. The textbook is not required, although I strongly recommend you purchase it, especially if you are in, or want to be in an international marketing position.

Course Packet: There is a required course packet containing cases and articles.

Grading:  Team Marketing Plan    60%
          Final Exam             30%
          Class Participation   10%

Class Schedule

2/1       Course Introduction (The usual stuff…)
          Project Requirements
          Teammate Hunt

2/3       Global Marketing Strategy & Implementation
          Video Case (in class)

2/8       Why Go Global?
          Read: Keegan Chapters 1 & 2
          Case Packet: “Globalization of Markets”

2/10      Marketing Planning
          Read: Keegan Chapter 3
          Case Packet: “Marketing Across Borders”

2/15      International Environmental Analysis
          Read: Keegan Chapter 4
          Case Packet: Mary Kay Cosmetics

2/17      International Market Research
          Read: Keegan Chapter 6
          Case Packet: “International Marketing Research: A Global Project”

2/22      Strategy and International Portfolio Management
          Read: Keegan Chapter 10
          Case Packet: “Diagnosing the International Product Portfolio”

2/24      Resource Allocation and Budgeting
          Case Packet: “Optimal Marketing”

3/1       Segmentation
          Read: Keegan Chapter 5
          Case Packet: “Unilever: Brazil”
3/3  **Global Branding and Positioning**  
Read: Keegan Chapter 7  
Case Packet: “Dove”

3/8  **Entry Strategies**  
Read: Keegan Chapters 8 & 9  
Case Packet: “San Francisco Coffeehouse”

3/10  **Product Design and Management**  
Read: Keegan Chapter 11

3/15 & 3/17  **Spring Break—no class**

3/22  **Channels of Distribution**  
Read: Keegan Chapter 13  
Case Packet: BMW

3/24  **Pricing**  
Read: Keegan Chapter 12

3/29  **Communication Planning—Advertising**  
Read: Keegan Chapter 14

3/31  **Communication Planning—PR, sales promotions, personal selling**  
Read: Keegan Chapter 15  
Case Packet: Ikea

4/5  **E-Marketing**  
Read: Keegan Chapter 16

4/7  **Managing a Global Marketing Effort**  
Read: Keegan Chapter 17  
Case Packet: McDonald’s

4/12  **Putting it all Together**  
Case Packet: Carrefours

4/14  **Final Exam**

4/19  **Marketing Plan Presentations**

4/21  **Marketing Plan Presentations**

4/26  **Marketing Plan Presentations**

4/28  **Marketing Plan Presentations**
Marketing Plan Presentations

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