

International Marketing Management
Summer Semester 2024
HYBRID FORMAT

March 19 till June 27, 2024 (Tuesdays & Thursdays)
17:15 – 18:45, German time

Details see online time table: <https://hic.hs-pforzheim.de/lfs> & Moodle: <https://lms.hs-pforzheim.de/login/index.php>

NO CLASSES (holidays): May 1, 9, 21, 23 & 30

Professor: **André Richelieu, PhD**

E-Mail: arichelieu@yahoo.com

Personal

Web page: www.andrerichelieu.com

Availability: Office hours to be determined.

Registration There is a seat limit for the course: please register via e-Mail to isp@hs-pforzheim.de; registration starts 04.03.2024 and ends 14.03.2024 at 12pm

I. COURSE DESCRIPTION

“International Marketing” is an undergraduate course which shall analyze the marketing functions, activities and organizational structure of a company already working abroad or one intending to enter foreign markets. This course examines the main elements related to the marketing of a product or service in foreign countries, namely those to consider when preparing an international marketing plan.

Throughout this course, students will develop analytical and practical skills in international marketing. Students will be exposed to both concepts and practical cases. They will be invited to reflect on the relevance of these concepts and how useful they can be in “real life” situations. Furthermore, students will be asked to question the ethical aspects of international marketing endeavours.

As a prerequisite, every student should have successfully completed at least one introductory marketing class.

II. COURSE OBJECTIVES

The topics that will be covered throughout this course, together with the skills that students will be brought to develop, are as follows...

1. Current international issues:

- Recognize current international issues and establish the appropriate links between them in order to understand what kind of challenges these issues pose to companies doing business in foreign countries.
- Try to understand the lingering impact of Covid-19, supply-chain disruptions, rise in energy prices, economic slowdown, among others, on international marketing activities, while being humble and objective about our assessment.
- Case studies¹: Elvis Presley Enterprises; L’Oréal; Sleep tourism.

2. Culture:

¹ The list of cases can be adjusted and expanded during the seminar. Most cases come from i) Hollensen, S. (2020). *Global Marketing*, 8th Edition. Harlow, Essex, UK: Pearson Education, ii) Hollensen, S. (2016). *Global Marketing*, 7th Edition. Harlow, Essex, UK: Pearson Education, as well as from iii) the *Financial Times*.

- Identify and discuss the subtleties of different cultures in an international setting, such as the self-reference criteria and the issue of ethics, in order to transpose the potential repercussions of these subtleties in a real international marketing situation.
 - Evaluate the relevance of the “glocalization” concept.
 - Case studies: Barbie; Cirque du Soleil; IKEA catalogue; Japan Air Lines.
3. International marketing management:
- Define international marketing and explain the modes of internationalization and organizational structures, in order to apply them to international marketing situations.
 - Recommend the appropriate modes of internationalization depending on the situation in which the organization finds itself.
 - Case studies: CPW; DJI Technology; Gerolsteiner; Holiday Inn; Levi’s; Nintendo Switch; Porsche; Swarovski; Tencent.
4. Information retrieval and research:
- Understand the information retrieval process in international marketing and put it into practice.
 - Analyze and evaluate the relevance of new media and social networks in collecting data at the international level.
 - Case studies: Shall be taken from the international marketing management list.
5. Product and brand management, promotion and sales, pricing and channels of distribution (4 Ps):
- Analyze the potential benefits and restrictions of the 4 Ps in an ever-changing international environment.
 - Evaluate the relevance of brand management and apply it to international marketing.
 - Synthesize the impact of social media on the international marketing plan.
 - Apply the 4 Ps to real international marketing situations, considering both the entry mode(s) and internationalization approach(es) undertaken by the organization.
 - Case studies: Eugenia cookies; Helene Fischer; Huawei; Guinness; Kylie Minogue; Love Boat; New Balance; Red Bull; Spotify; Thailand; Triumph Motorcycles; Vespa; Zara.
6. Additionally, students will work on developing:
- Communications skills, which are fundamental in a world of trade and interdependence.

- Interpersonal skills, which are required on the job market.
- A reflection on their career path and their personal growth.

III. PEDAGOGICAL APPROACH

This course will examine the 4 Ps of international marketing, in an international setting. And students will have a major role to play throughout the semester.

Based on the weekly readings, exercises and personal search, we will articulate the main international marketing concepts and establish links with the practical world. Cases, exercises, examples, debates and other “pedagogical surprises” will complement the professor’s performances. The objectives of this approach are three-fold:

- Develop critical thinking;
- Encourage the participation of a large number of students, even the introvert ones, in a context where risk is minimal;
- Help students analyze the relevance of international marketing theories by way of constructive criticism and real examples.

Truly, students will strongly be invited to participate in class in order to better take possession of their learning. For instance, at the beginning of each class, volunteers shall present and discuss an international issue or event which has international marketing and business implications.

Furthermore, students will do synthesizing exercises and resolve practical cases. These methods will help enhance the learning process and help students develop specific skills related to international marketing. These skills, backed by a theoretical framework, will become of use in the real world, as mentioned above.

IV. EVALUATION AND SCALE OF GRADING

Students will be marked on:

1. A group project: 80% (**June 18 & 20**).

2. An active contribution to the seminar: 20% (**throughout the semester**).

4.1 A group project (80%).

What does the work involve? In teams of five to six persons, students will be asked to analyze the strategic construction and management of a brand of their choice. This could be any type of brand (commercial or not, profit or non-profit, consumer good or industrial, organizational or individual, etc.), as long as the selected brand is already doing business abroad OR has the potential to go international. Students will detail the strategic construction of the brand at both the domestic and international levels. You are more than welcome to take the case of the organization you are currently working for, should that brand meet the project requirements.

Students will build their presentation on the knowledge acquired in this seminar, notwithstanding the research and analysis they will undergo by collecting primary and secondary data. The project will be real. No two teams could study the same brand. The presentation teams should be formed, and the selected brand should be confirmed by the end of the first day of the seminar. The complete information shall be transmitted to the professor at: arichelieu@yahoo.com.

The structure of the report and presentation shall borrow the following sections:

- Introduction, with a brief presentation of the brand you have selected to study (SWOT);
- Model and mode(s) of internationalization used by the brand: Sequential, leapfrog or institutional piggybacking; Exporting, licensing, joint-venture or foreign direct investment (FDI);
- Identity / personality of the brand (mainly the values, attributes and symbols of the brand);
- Positioning of the brand (especially the target markets and the Unique Selling Proposition [USP], alongside the brand signature and slogan);
- Marketing actions initiated in the home country and abroad by the brand, among the concepts studied in class (the "4 Ps", in general, and more precisely strategies, such as retro-marketing, storytelling, co-branding, brand extensions, etc.);
- Conclusion and recommendations: Summary of the key points of your presentation; Also, what makes this brand a strong one? And what actions should the brand undertake in order to strengthen its brand equity in the future (up to five years from now)?

Each group will have 20 minutes to make their respective presentation. Presentations will take place on **June 18 & 20²** using a power point format. The power point presentation shall not exceed 20 pages, all inclusive (title page, content of the presentation, figures, graphs and bibliography). All team members shall be present and speak during the exposé in order to be graded.

Evaluation criteria. The mark for the oral presentation will be based on these items:

- The content of the presentation: The clarity of the main ideas and recommendations your group brings forward; The research and analysis efforts you have undertaken; The structure of your presentation; The originality of your recommendations (24 points – as a group);
- The format of the presentation: The oral abilities of the team members as a whole; The capacity to convey a convincing message in a lively and professional way; The quality of the power point visual presentation; The respect of the time allocated to you (16 points – as a group);
- The individual performance of each team member: For both the content and format, each student shall be evaluated on his / her performance on stage. This implies that all team members will have enough time to speak and present their work during the exposé. Specifically, how does the student carry himself or herself? How does he or she master the concepts and strategies being presented? How well he or she is prepared to enter the stage? How eloquent he or she is during the exposé? (40 points - individually).

What should we send to the professor? In addition to the oral presentation, students will be asked to submit an electronic version of their group presentation to the professor by **5 pm, June 27, German time, at the latest**, to: richelieu.andre@uqam.ca. Please note: late submissions will not be corrected.

Admittedly, the Professor shall give time to the students to finalize and polish their written report in electronic version during the week of June 24. This electronic version shall be used to adjust, upwards or downwards, the grades for the written report. However, it must be understood that there is absolutely no commitment on my part to increase your final group grade.

² If necessary, presentations shall start to be held on June 11.

To recap, students shall submit, electronically, to arichelieu@yahoo.com, by 5 pm, June 27, German time, at the latest:

- Their finalized report in power point format;
- All cross-evaluation sheets, completed individually (please, mention your team name in the title of your e-mail and on the sheet itself; this cross-evaluation sheet can be found on the last page of the syllabus);
- Please, clearly identify the team you belong to in the message header of every correspondence;
- Check your document for any virus, please.

Group dynamics and logistics. As stated above, out of the 80 points allocated for this assignment, 40 will be collective and 40 individual. All team members must be present on stage and discuss, at least, one section of the project.

Each student grade shall be based on their respective contribution, as reflected by their performance on stage and the cross-evaluation form attached to this syllabus. Students' grades can be adjusted accordingly, if needed.

4.2 An active contribution to the seminar (20%).

What am I looking for? A learning experience is a joint responsibility between the Professor and the students. Furthermore, I intend to make this class a true seminar. Consequently, students' participation is instrumental in the dynamics of the course and the learning process.

This means that students are expected to participate in a constructive way, even those who are introvert. In this regard, I will consider the frequency and quality of interventions, and how these interventions do contribute to the students' learnings and the class dynamics. This includes, without being limited to, the exercises I shall assign to the class throughout the seminar.

The grade that each student shall receive will reflect their continuous contribution to the class through discussions, debates and exercises.

More specifically, students are expected to participate in the following ways:

- Be present at each session, from start to finish, with their camera open during online sessions, AND with their cellphone stored away during in-person classes;
- Contribute to the sessions during our discussions, debates and exercises; AND
- Participate actively and constructively in the 'synthesis of syntheses' exercise we shall hold collectively at the end of our seminar – the latter shall enable you to complement your final contribution grade for the seminar.
- Please, note that students who cannot attend the sessions and / or do not want to commit seriously to this course should refrain from registering.
- Besides, no audio or video recording is allowed.
- Finally, mutual respect is paramount.

V. BIBLIOGRAPHY – Should be available at the university's library or online

Hollensen, S. (2020). *Global Marketing*, 8th Edition. Harlow, Essex, UK: Pearson Education.

OR

Hollensen, S. (2016). *Global Marketing*, 7th Edition. Harlow, Essex, UK: Pearson Education.

Please, note that I will go above and beyond the book during our lectures. By no means shall I repeat the book chapters during our classes.

Other references:

Financial Times

The Economist

The Straits Times (Singapore)

Asia Business Report (BBC).

COURSE TITLE: **International Marketing Management**

STUDENT NAME: _____

TEAM NAME: _____

In the table below, you shall assess the contribution of every team member, including yours, by providing a grade between 0 and 100%. Be fair and respectful, please!

Name of the team member	Grade of the team member out of 100%
Member 1:	Grade:
Member 2:	Grade:
Member 3:	Grade:
Member 4:	Grade:
Member 5:	Grade:
Member 6:	Grade:

BEST OF LUCK!

ENJOY OUR INTERNATIONAL ODYSSEY!