

Syllabus: MKT 3031E – International Marketing (MKT3031E)

Prof. Dr. Michael Paetsch, PhD (CPU)
Hochschule Pforzheim / Pforzheim University

Lehrveranstaltung:	MKT3031E – International Marketing
Workload:	3 ECTS Credits (2 Semesterwochenstunden, 60 h Präsenzzeit, sowie 90 h für Vor-/Nachbereitung, Selbststudium, Klausurvorbereitung)
Level:	Introduction
Voraussetzungen:	Curiosity
Gültigkeit:	Winter semester 2020/21
Lehrender:	Prof. Dr. Michael Paetsch, PhD (CPU) Büro: W2.3.13 Kolloquium: Siehe LSF Tel.: +49 7231 28 6075 (secretary) Fax: +49 723128 7284 e-mail: michael.paetsch@hs-pforzheim.de Internet:
Ort und Zeit:	LSF
Link zum Kurskatalog:	
Informationen und weitere Dokumente zur Veranstaltung:	

Course overview:

This course provides insight into the most important aspects and factors that determine the marketing setup of international companies. Specifically, the course distinguishes between the “visible part of international marketing such as product, price, communication and distribution and the “non-visible” part, which provides an understanding of how and why international companies move specific parts of their value chains around the globe.

On the first part, students will gain an understanding of how successful companies differ widely in their approach to adapt products and services, pricing and communication in different markets. Numerous examples are given and will be discussed interactively. Importantly, students will develop insights into why some products are sold virtually unchanged globally, while others are heavily localized. Students will gain an understanding of the complex conflict between less expensive globalized standardization versus more costly adaptation.

Importantly, the course uses in depth-material of multinational companies to provide the students with absolute realistic view of how multinational companies are taking decisions and structure their operations.

Within the second part, students will be introduced to the principles of value chain engineering, i.e. why and how do companies go about allocating certain key functions in various parts of the world along with the latest trends that may change the status, i.e. disruptive technologies.

Key Learning objectives:

- Short history of globalization: what’s driving globalization in the past and tomorrow
- Gain an understanding of major risk factors affecting the global economy today
- 4Ps of marketing in the global context: Insights into global pricing, distribution, product and pricing and communication
- Understand the key considerations for standardization vs. adaption strategies
- Based on numerous examples, students gain an understanding of global product and service engineering: how do companies have to change products and services for specific global markets.
- Understand specific differences of global marketing of internet based companies
- Inside the multinationals: deep dive into how multinational marketing driven companies really analyze and structure consumers and markets around the world
how to large marketing driven companies analyze markets and consumers
- Demonstrate learning through presentation of one case study.

Course contributions to bachelor programs' common learning goals:

LO	Learning Objective/Outcome	Contributions to learning objectives	Assessment
	Expert knowledge		
1.1	Students demonstrate that they have basic knowledge in Business Administration.	Sound knowledge base for understanding global marketing issues	Written exam
1.2	Students demonstrate their distinguished and sound competencies in Economics.		
1.3	Students have command of legal methodology for case solutions on basis of claims.		
1.4	Students are able to solve business problems by applying quantitative methods		
	Use of information technology		
2.1	Students demonstrate proficiency in using computer programs to solve business problems.	Proficiency can be demonstrated during case study	
2.2	Students are able to use information systems effectively in real world business settings		
	Critical thinking and analytical Competence		
3.	Students are able to apply analytical and critical thinking skills to complex problems	Students have to develop and apply critical thinking throughout the course to master the complex global marketing environment	Direct student feedback
	Ethical awareness		
4.	Students are able to develop business ethics strategies and apply them to typical business decision - making problems	Specific focus on non-ethical behavior of multinational companies in China and consequences thereof.	

	Communication Skills		
5.1	Students are able to express complex problems effectively in writing.	Course is designed and held in a fully interactive format. Students will therefore develop competence to clearly express thoughts.	Direct student feedback
5.2	Students demonstrate their oral communication skills in presentations		
5.3	Students are able to express complex problems effectively in writing.		
5.4	Students demonstrate their oral communication skills in presentations		
	Capacity for teamwork		
6.	Students show that they are able to work successfully in teams by performing practical tasks	Case study	Grading

Course structure:

- Chapter 1: Short history of globalization
- Chapter 2: Risk analysis: major risk factor for today's global economy
- Chapter 3: High level analysis: 4P in the global marketing context
- Chapter 4: Product: Standardization vs. local market adaption
- Chapter 5: Services: Standardization vs. country adaption
- Chapter 6: Country regulation and product adaption
- Chapter 7: Transatlantic Trade and Investment Partnership (TTIP)
- Chapter 8: Inside Multinational Companies: global marketing framework of Danone market and consumer analysis tools, segmentation, employed marketing strategies, KPI measures.
- Chapter 9: Inside Multinational Companies: global marketing setup of Unilever: Growth markets, growth trends, local consumer analysis
- Chapter 10: Social and cultural market factors
- Chapter 11: Marketing and politics - rising barriers of doing business
- Chapter 12: Perspective on growth markets

Assessment:

The course assessment comprises two parts: (1) a final exam over 60 minutes at the end of the semester (special arrangement for students that have to leave earlier) and (2) case study development and presentation, whereby (1) counts for 70% and (2) for 30% of the final grade.

Grading Scale:

For grading details please refer to the Studien und Prüfungsordnung (SPO)

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance

Literature:

- Comprehensive handout
- Czinkota, M.R./Ilkka, A. R. (2013): International Marketing, Cengage, 10th edition.