



PREPARING INNOVATIVE LEADERS FOR GLOBAL IMPACT

**Graduate School of Management  
Department of Marketing  
University of California - Davis**

## **International Marketing**

### **Winter Quarter 2018**

MGP 412 001 WQ 2018 (CRN: 62873)

**Instructor:** Kay Peters, Visiting Assistant Professor  
**Office:** Gallagher Hall 3219, Graduate School of Management  
**E-Mail:** [kpeters@ucdavis.edu](mailto:kpeters@ucdavis.edu)  
**Office Hours:** Please arrange a meeting via email and give some advance notice.

**Please note:**

**This is a 1-credit course (Grade: Letter) comprising 10 hours of teaching in 4 sessions (2 days).**

## **Course Description**

In the global economy, international trade flows continue to increase steadily even as global output growth experiences temporary slowdowns. In the U.S., close to three-quarters of sales revenues of all U.S. corporations are accounted for by U.S. multinationals, and about a third of their revenue comes from their production abroad. Even for small and medium sized companies, global sourcing, production, and selling are often required to stay competitive in their home markets. But how do you market and sell abroad? Everybody knows that cultures, languages, local taste as well as legal and business environments might differ substantially across countries. Furthermore, marketing decisions in one country might have repercussions across the others: For instance, aggressive pricing in one might lead to gray re-imports to other markets. How should you set prices then? Hence, international marketing is more complex than local marketing as marketing strategies have to be coordinated for multi-national or global brands.

This course aims to prepare the participants for a pro-active use of globalization: How do I define my international (marketing) strategy? How to identify and pick the best opportunities in the right country? How do I implement my international (marketing) strategy, from product adaptation, distribution, pricing to communication? What kind of interdependencies and feedback loops do I have to account for, e.g., foreign competitive retaliation or consumers shopping internationally across my local websites? How do I organize an international marketing department? To enable participants to develop and implement their own solutions, we have a mix of readings, class lectures, discussions, and case studies.

## **Course Objectives**

This course emphasizes the need for preparing yourself and your business for the international (marketing) arena. It aims to teach the basic principles involved in managing international marketing issues. The specific objectives are outlined below:

1. Understanding the basic concepts of international marketing,
2. Understanding and managing the implications of heterogeneous, dynamic, and interdependent marketing environments across countries,
3. How to develop and implement an international marketing strategy:
  - where to compete with the world?
  - which products to offer?
  - how to adapt the marketing-mix?
  - where to locate and how to organize to effectively coordinate worldwide activities?

This course will enable participants to develop their knowledge and skills to enhance their performance in an international business environment. As outlined above, virtually all firms have to deal with the impact of global competition in one form or another, turning this course into an important aspect when pursuing general management, marketing and sales positions.

## **Class Format and Administration**

Classes are organized in the following way:

1. In-class lectures
2. In-class discussions
3. Group Case Analysis & Group Case Presentations

Classes consist of lectures, discussions, and case work. Lectures provide the concepts and tools. In-class discussions are based on the assigned reading material, lectures, and case work. The cases will furnish real-world examples of how concepts and tools are applied in practice. Additional information will be given in the first class (**do not miss it**).

## **Course Requirements and Grading**

The course requirements and their contribution to the overall grade are as follows:

<b>1. Individual Class Participation</b>	<b>50%</b>
<b>2. Group Case Presentations</b>	<b>50%</b>

### **Grading: Letter**

#### ***Class Participation***

Attendance is crucial for learning.

**Please make sure to miss no more than 2 hours of class.**

#### ***Group Case Presentations***

As the course aims to enable participants to analyze realistic scenarios and subsequently devise and implement appropriate solutions, the team case work is key. Team memberships will hold for the entire course. Grading will be based on the analytics as well as the suggested solution, their presentation, and the team's contribution to class discussion.

Depending on the final size of the class, each group presentation will be limited to leave sufficient time for in-class discussion. Both presentations are due by email

**at 11pm on Friday, Feb 2, 2018.**

## **Course Material**

### **Text Pak I (Required)**

**No textbook is required.** Required readings are slide collections and selected articles that will be distributed through Canvas before the classes. These collections are based on numerous books and articles that have been integrated for your convenience. For the lectures, an essence of these collections is used.

### **Text Pak II (Required)**

“International Marketing” Text Pak, consisting of readings included in the lectures.

HBS Case Lincoln Electric (9-707-445)

HBS: Lincoln Electric’s Harsh Lessons from International Expansion (Reprint 99305)

HBS Case Mary Kay Cosmetics: Asian Market Entry (A) (9-594-023)

### **Optional Textbook:**

Global Marketing Management (**GMM**), 5<sup>th</sup> edition (2010), by Masaaki Kotabe and Kristiaan Helsen, Wiley, ISBN 978-0-470-38111-3.

Among all the available textbooks, this one is the recommended instructor’s choice. A previous version might do, but the current version is substantially improved and older versions have a different chapter structure.

## **Class Schedule**

Class 1 & 2    Jan 21                      Sun 9-12n & 1-3p                      MC-2222 Sac Ed. Ctr.

### **Part 1: Conceptual Essentials**

- **Basics of International Marketing:**

- Globalization
- Localization
- Culture & Diversity

- **Interdependencies**

- Types of Interdependencies
- Dynamics of Country Markets
- Coordination Challenges

Readings:                      Class Material (Slides)

*Optional Readings:*      *GMM – Chapter 1, 2, & 4*

### **Part 2: Going International**

- **Global Market Entry**

- Market Selection
- Mode of Entry

- **International Marketing Research**

- **International Market Segmentation**

Readings:                      Class Material (Slides)

*Optional Readings:*      *GMM – Ch. 6, 7, & Ch. 11 only pp. 357-358*

- **International Diffusion**

- **Timing of Country Entry & Exit**

Readings:                      Class Material (Slides)

*Optional Readings:*      *GMM – Ch. 9*

### **Part 3: Being International (*parts may spill over to next class*)**

- **International Marketing Mix**

- Degree of Standardization of the Marketing Mix
- International Product Policy
- International Pricing Policy
- International Distribution Policy
- International Communication Policy

Readings:                      Class Material (Slides)

*Optional Readings:*      *GMM – Ch. 10-15*

**Introduction to Case Assignments Lincoln Electric & Mary Kay Cosmetics**

**Part 4: Application of Knowledge**

- **Case 1: Lincoln Electric**                      **Focus: B2B in India**  
     Readings:                      HBS Case Lincoln Electric (9-707-445)  
    HBR: Lincoln Electric's Harsh Lessons from International Expansion
  
- **Case 2: Mary Kay Cosmetics**                      **Focus: B2C in China**  
     Readings:                      HBS Case Mary Kay Cosmetics: Asian Market Entry (9-594-023)

*Course Evaluations***Previous Course Evaluation**

Previous participants suggested adding their course evaluation for better orientation.

Anonymous Course Evaluation by UCD (MGB/MGP) for the 3 and 1-credit courses (1 credit since 2013):

<b>Grade (# Students)</b>	<b><u>2010</u></b>	<b><u>2011</u></b>	<b><u>2012</u></b>	<b><u>2013</u></b>	<b><u>2014</u></b>	<b><u>2017</u></b>
<b>Overall Instructor Rating</b>	<b>4.6 (23)</b>	<b>4.8 (16)</b>	<b>4.9 (22)</b>	<b>4.9 (19)</b>	<b>4.8 (18)</b>	<b>4.9 (9) 5 (6)</b>
<b>Overall Course Satisfaction</b>	<b>4.0 (23)</b>	<b>4.4 (16)</b>	<b>4.8 (22)</b>	<b>4.8 (19)</b>	<b>4.7 (18)</b>	<b>4.7 (9) 5 (6)</b>