International 467, Section 71 Global Marketing Spring, 2011

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Times and Dates:

Monday 6pm-9pm

March 28-May 23; Make-up class May 13--- No class May 30

Course Objectives:

This class is designed to familiarize students with leading-edge principles of Global Marketing. The course will be focused on how successful organizations manage the paradox of leveraging global scale while ensuring local marketplace relevance.

The class will be of interest to students who wish to expand their understanding of consumer insight and marketing in a global corporation, management consulting with global businesses, investing in global business expansion, and working in global services firms.

Class materials will include cases, guest speakers, lectures, and real-time identification and discussion of current global marketing issues and opportunities. During the quarter, I encourage you to join me in continually scanning for current events that are relevant to our work together.

Course Requirements:

The class will be based on individual work as well as team work. We will cover expectations for forming groups in the first class, including a process for peer evaluation of performance within the team.

A significant portion of the course is dependent on your consistent contributions to class discussions. Plan to attend all class meetings, and please advise me in advance (via email) if you have an unavoidable conflict or emergency. It will be your responsibility to obtain a debrief of a missed class from a fellow student.

A Note on the Cases:

I have selected cases with specific learning objectives in mind. The cases should stimulate our thinking beyond the particular situation and industry. I will provide study questions to help focus your thinking about the case. Please do not invest the time and energy to research "what eventually happened" to develop an answer to the case. Rather, take the time to think about how the case situation could project into parallel industries, countries, and companies.

Grading: 60% individual work; 40% team work

Briefing Paper (2 powerpoint pages) 10%

In-class Participation 15%

Mid-Term Case (4 powerpoint pages) 35%

Team Presentation(12 powerpoint pages) 40%

The assignments will be explained in more detail in the first class session.

Course Outline

March 28th

Introductions, Expectations, Global Marketing Challenges and Opportunities

Read: The Global Brand, Chapter 12

April 4th

Cultural Effectiveness, Global Marketing Leadership and the Enterprise Role of the Global CMO

Read: Working Globe Smart, Chapter 1

"What is a Global Manager?"

In-Class Exercise: Cultural Iceberg & Marketing Implications

Class Guest: TBD

April 11th

Business Imperative of a Global Marketing Orientation and Global Consumer Insight

Read: "Distance Still Matters"

The Market at the Bottom of the Pyramid, Chapter 1

Prepare: "Haier: Taking a Chinese Company Global"

In class exercise: Global Consumer Framework

April 18th

Emerging Market Entry Strategies and the Role of the Marketing Officer

Guest Professor: Professor Phil Corse (I will be on a Kellogg sponsored lecture trip in South

America)

Read: "Winning in Emerging-Market Cities"

Prepare: "Grupo Elektra"

BRIEFING PAPER DUE (email to Prof Leininger by 6pm)

April 25th

Global Brand Strategy: Global Brand Portfolio Management; Launching a Global Brand

Read: "The Lure of Global Branding"

Prepare: "Infosys: The Challenge of Global Branding"

Class Guest: Jami Guthrie

May 2d

Global Marketing Effectiveness; Building a Marketing Organization

Read: "Optimal Marketing"

Prepare: "Samsung Electronics: Improving Global Marketing Productivity"

Class Guest:

May 9th

Global Brand Strategy; Challenge of Global Advertising

Class Guest: Jon Achenbaum

In-class Exercise: You are the Global CMO

MID-TERM CASE DUE via email @ 6pm (The Global Brand Face-Off)

May 13th

Global Media Effectiveness

Read: "Managing Global Accounts"

Prepare: "ECM Group: Improving Global Marketing Productivity"

Check-in Discussion: Team Presentations

May 16th

Global Marketing and Corporate Social Responsibility

Read: "Beware the Pitfalls of Global Marketing"

"Turning Gadflies into Allies"

Prepare: "Mattel and the Toy Recalls"

May 23d

Team Presentations

Pre-read due to Prof Leininger by Friday, May 20@ 6pm