

Kellogg School of Management
Northwestern University

**International Marketing
International 467, Section #71
Winter, 2009**

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Lecturer in Marketing

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Location:

Wieboldt Building, Room TBD

Times and Dates:

Monday evening 6:00 p.m. - 9:00 p.m.
January 5 – March 9 except Monday, January 19
Friday 6 p.m. on January 23

Course Objectives:

This class is designed to familiarize students 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, or working in services firms on a global basis.

The class will be as interesting as the student's participation, engagement, and discussion --- marketing is a discipline of ideas --- and you will be encouraged to share yours.

Grading:

Short Paper-----10%

In-class Participation-----20

Mid-term Case----- 30

Final Team Presentation---40

Course Outline and Assignments:

Jan. 5th

Introductions, Expectations, Global Marketing Challenges and Opportunities

Jan. 12th

Cultural Foundations for Global Marketing

Read “Working Globe Smart”, pp 1-40; 327-345

January 23rd

Macro Business Perspective and Global Consumer Insight

Read “Distance Still Matters” (case pack)

Skim “The World is Flat” pp 51-199 to become familiar with the “10 Forces”

January 26th

Global Segmentation, Targeting, and Positioning

Prepare: MasterCard International case (case pack)

SHORT PAPER DUE

Class Guest from Industry

February 2nd

Global Products and Services

Read “Seven Rules of International Distribution” (case pack)

Prepare: Lenovo Building a Global Brand (case pack)

February 9th

Global Marketing, CSR, Political, and Ethical Issues

Read “Turning Gadflies into Allies” (case pack)

MID-TERM CASE DUE

Class Guest from Industry

Prepare: Mattel and the Toy Recalls case (case pack)

February 16th

Global Brand Planning

Read “Breakthrough Marketing Plans” chapters 4 - 8

Prepare: P&G Japan case (case pack)

February 23rd

Building a Global Career

Read “What is a Global Manager” and “In Search of Global Leaders,”
(case pack)

Class Guest from Industry

March 2nd

Inspiring Great Global Marketing

Class Guest from Industry

March 9th

TEAM PRESENTATIONS

SHORT PAPER

The short paper will be based on application of class principles to a Global Brand. The assignment will be fully explained at the first class session.

MID-TERM CASE

The mid-term grade will be based on a “take-home” 2-3 page case analysis. The assignment will be fully explained at the first class session.

FINAL PRESENTATION

The final project will be a team-based assignment that should be completed during the duration of the course. Each team will develop a strategic marketing plan using the concepts that we will explore in the class. Each team will deliver a 10 – 12 page power-point presentation to the class and also submit the presentation with notes to document the analysis.

Teams will be graded for demonstrating the use of concepts from the class, exercising critical thinking and judgment, demonstrating well-constructed rationale for key recommendations, and creativity.

The assignment will be fully explained at the first class session.

HONOR CODE: Naturally, the Kellogg Honor Code is in effective for this class. The complete text of the Honor Code is available on the Honor Code web site:

http://www.kellogg.northwestern.edu/stu_aff/policies/honorcode.htm

Classroom: Food and drink that do not distract your class-mates are fine. Please follow the Kellogg guidelines for classroom etiquette. Restrict use of blackberries, laptops, etc to the break.