

Kellogg School of Management
Northwestern University

International 467, Section 71
Global Marketing
Fall, 2012

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Times and Dates:

Monday 6pm-9pm

September 25-December 3; No class November 19

Course Objectives:

This class is designed to familiarize students with leading-edge principles of Global Marketing. The course will be focused on two key themes:

- (1) How successful organizations manage the paradox of leveraging global scale while ensuring local marketplace relevance
- (2) The skill and knowledge required for individuals to be successful in global marketing roles

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: 55% individual work; 45% team work

Individual Assignments

Briefing Paper (2 powerpoint pages)	10%
In-class Participation	15%
Mid-Term Case (4 powerpoint pages)	30%

Team Assignments

Team Country Snapshot Presentation	20%
Team Final Presentation	25%

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

Course Outline

September 25

Introductions, Expectations, Global Marketing Challenges and Opportunities

Read: The Global Brand, Chapter 12

In Class Case: “The Global Brand Face Off”

October 1

Cultural Effectiveness and Global Marketing Leadership

Read: Working Globe Smart, Chapter 1

“What is a Global Manager?”

The Global Brand, Chapter 13

Prepare: Global Wine Wars

In Class Exercise: Cultural Iceberg & Marketing Implications

Class Guest: TBD

October 8

Global Consumer Insight

Read: “Distance Still Matters”

The Fortune at the Bottom of the Pyramid, Chapter 1

Prepare: “Haier: Taking a Chinese Company Global”

In class exercise: Global Consumer Framework

Country Snapshot: China

October 15

Emerging Market Entry Strategies and the Role of the Global Marketing Officer

Read: “Winning in Emerging-Market Cities”

Read: Reverse Innovation, Chapters 2&3

Prepare: “Grupo Elektra”

Class Guest TBD

Country Snapshot: Mexico

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

October 22

Global Brand Strategy: Global Brand Portfolio Management

Read: "The Lure of Global Branding"

Prepare: "L'Oreal: Global Brand, Local Knowledge"

Country Snapshot: Brazil

Class Guest TBD

October 29

Global Marketing Effectiveness; Building a Marketing Organization

Read: "Optimal Marketing"

"The Paradox of Samsung's Rise"

Prepare: "Samsung Electronics: Improving Global Marketing Productivity"

Country Snapshot: South Korea

Class Guest TBD

November 5

Challenge of Global Advertising

In-class Exercise: You are the Global CMO

MID-TERM CASE DUE via email @ 6pm ("Infosys")

November 12

Global Media Effectiveness

Read: "Managing Global Accounts"

"How Local Companies Keep Multinationals at Bay"

Prepare: "ECM Group: Improving Global Marketing Productivity"

Country Snapshot: India; Italy

Class Guest TBD

November 19

No class; Kellogg on break

November 26

Global Marketing and Corporate Social Responsibility

Read: "Beware the Pitfalls of Global Marketing"

"Turning Gadflies into Allies"

Prepare: "Mattel and the Toy Recalls"

Country Snapshot: Vietnam; Nigeria

December 3

Team Presentations

Pre-read due to Prof Leininger by Friday, November 30 @ 6pm

