

MKT 621

Global Marketing

Course Description

The module is designed for students who expect to undertake international marketing assignments, work for global corporations, or help smaller companies expand globally. The course portrays opportunities and competitive challenges in global market setting and pays special attention to the issue of standardization versus adaptation of marketing programs.

By the end of this course, students will be able to apply their knowledge of marketing concepts to actual international business situations. Furthermore, they will be able to identify and evaluate opportunities in global markets, to adapt marketing programs for specific markets, and to develop global marketing strategies and programs.

Registration

Please note that we have a limited capacity of 48 students for this course. The application process is organized via the student portal. Students will be assigned to a specific case assignment team. The team allocation will be communicated during the kick-off session. For organizational reasons, team switching is not possible.

General Information



Lecturer	Dr. Elisa Konya-Baumbach
Course Format	Lecture and cases
Credit Points	4 ECTS
Prerequisites	Knowledge on Marketing Strategy and Marketing Mix
Hours per Week	2 hours
Language	English
Grading	In class presentation: 40% Exam (60 minutes): 60%
Exam Date	TBD
Term	Spring semester
Range of Application	M.Sc. MMM, M.Sc. MMBR, M.Sc. Bus. Edu., M.Sc. Bus. Inf., M.A. K&W, M.Sc. Econ., LL.M.



Dr. Elisa Konya-Baumbach

Contact person for MKT 621

e-mail: konya-baumbach@bwl.uni-mannheim.de



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Introduction

Markets have become truly international. More open and integrated international markets create opportunities and competitive challenges for small and large companies as well as for firms in traditional and high-tech industries and in many service businesses. The course portrays these challenges and presents how students and managers should design and execute marketing strategies to optimize market performance in the international arena. The foundation for a successful international marketing program is a sound understanding of the marketing discipline. The course will build on this understanding and seek to broaden participants' skill-set by emphasizing its application to a dynamic and complex international environment.

Global Marketing is designed for students who expect to undertake international marketing assignments, work for multinational corporations or help smaller companies expand internationally. At the end of the course, the student will be able to identify and evaluate opportunities in international markets, adapt marketing programs to specific markets, and develop international marketing strategies including the international branding strategy.

In order to acquire this skill-set, the teaching in this course is built on the following elements:

- lectures and class discussions,
- case study work and case discussions.

Course Registration

We have a restricted course capacity of 48 students. Therefore, it is mandatory that you apply for this course. The application process is coordinated via the student portal². The 'help' section of your portal² landing page provides detailed information on the application process for courses with restricted course capacity in the Mannheim Master in Management.

Students will be allocated to a specific case team. The team allocation will be communicated in the first lecture. For organizational reasons, team switching is not possible.

There will be an introductory kick-off session providing detailed information on the course on February 12, 2019. The first lecture will take place on February 19, 2019. Please request access to the Global Marketing group on the e-learning platform ILIAS after your enrollment has been confirmed. You can do so by using your student identification and password provided by the registrar ("Studienbüro"). The ILIAS membership is pivotal since we will provide you with important information such as updated slides, the final case allocation, and contact information of team mates via ILIAS.

Please note that this course is a graduate level marketing course. The course is not appropriate for students without prior exposure to marketing. Students without the appropriate marketing background will not be accepted for this course.



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Class Participation

You must be prepared to discuss all assigned readings and cases. Because global marketing is such a broad topic, we must all contribute insights from our various life experiences. Your comments should reflect a depth of understanding indicative of thorough analysis, incorporation of reading and lecture material. You should be prepared to articulate and defend your position when called to do so. Active participation of all students is required, but quality and frequency of comments is more important than duration of each comment. If you are not prepared to discuss a case, please let us know in advance. Please be on time as late arrivals disrupt the class.

Exam

At the end of the course students will sit a 60 minutes closed-book, closed-notes exam consisting of short-answer, multiple-choice, and analytical questions covering lecture material, readings, and cases.

Elements of Course Grade

- In-Class Presentation (team grade) 40% (with peer evaluation)
- Final Exam 60 minutes (individual grade) 60%

For the in-class presentation we will conduct a peer rating. For this peer rating, each team member will evaluate the performance of all other team members. Team members with consistently high peer rating will receive a higher grade than the rest of the team, and vice versa.

Course Material and Readings

Students will need to purchase a reader which contains the case studies (copyright material). The reader will be available in our office (L 5, 1, Roche Forum, ground floor) on the following dates:

- Monday, February 18, from 10 – 12 noon and 1:30 – 4 pm
- Tuesday, February 19, from 10 – 12 noon and 1:30 – 4 pm

The price for the reader includes copyright license fees for the entire course material. The lecture slides and additional required readings will be posted prior to the respective class on ILIAS.

Mandatory readings include the lecture slides, all case studies, and a set of scientific articles.

Additionally, you can prepare for the lectures by reading selected chapters in:

Kotabe, M. and K. Helsen (2010): Global Marketing Management (5th Ed.). Hoboken, NJ: Wiley & Sons



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Preliminary Course Outline

Classes take place on Tuesdays from 10:15 am to 11:45 am, Room O 131.

#	Date	Topic
0	February 12, 2019	Kick-Off Session
1	February 19, 2019	Introduction to Global Marketing
2	February 26, 2019	Introduction to Global Marketing
3	March 5, 2019	Global Strategies and Evolution of Strategy
4	March 12, 2019	Global Strategies and Evolution of Strategy
5	March 19, 2019	Case Analysis 1
6	March 26, 2019	Global Product and Brand Management
7	April 2, 2019	Case Analysis 2
8	April 9, 2019	Global Product and Brand Management
9	April 16, 2019	Easter Break
10	April 23, 2019	Easter Break
11	April 30, 2019	Case Analysis 3
12	May 7, 2019	Global Communication Management
13	May 14, 2019	Case Analysis 4
14	May 21, 2019	Global Pricing
15	May 28, 2019	Wrap-up
16	TBD	Exam



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A Note on the Case Preparation

1. Skim through the case to understand the basic setting and framework. This will help you to assimilate the facts of the case when you read it.
2. Review all tables and figures.
3. Read the case study questions. Use these questions as a guide to some of the key issues in the case. Remember, it is still up to you to decide on the important issues based on the evidence in the case.
4. Now read the case and analyze it qualitatively and quantitatively. What are the key issues? What do you recommend? Which alternatives do you consider? Why did you select your preferred course of action?
5. Now with a reasonably good understanding of the situation, you should reread the case to incorporate important details that will impact your analysis. Step 5 will probably differentiate good case analyses from case analyses that are less good and mediocre.
6. In preparing the case, do not look for a single right answer. Each case will raise a number of issues that need to be evaluated. A good recommendation is one that is based on solid analysis and considers multiple courses of action.

A Note on the In-Class Presentation

- In general, good presentations display the following characteristics:
- The presentation should not exceed 20 minutes. If the presentation is longer than 20 minutes, 0.3 of your grade will be subtracted.
- Front page: Indicate the team number, names of the team members, name of the course, name of the professor, term, and date.
- Presentations should be in 4:3 power-point format; don't forget to include page numbers
- Clear and concise structure of the case analysis distinctly showing
 - i. a beginning (problem definition, setting the scene),
 - ii. a middle (analyses), and
 - iii. an end (recommendations, conclusions).
- One slide with a clear statement of the problem definition that sets the agenda for the case analysis and that can be referred to in the conclusion.
- Recommendations or course of action should correspond to a thorough case analysis. Do not make unsubstantiated claims or recommendations.
- At the end, provide a conclusion by linking back to the problem definition.



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A Note on Plagiarism

Plagiarism refers to the practice of adopting someone else's ideas or work and presenting them as your own without acknowledgment. Plagiarism is literary or intellectual theft! It can take a number of forms, including:

- copying the work of another student, whether that student is in the same class, from an earlier year of the same course, or from another tertiary institution altogether,
- copying any section, no matter how brief, from a book, journal, article or other written source, without duly acknowledging it as a quotation,
- copying any map, diagram or table of figures without duly acknowledging the source,
- paraphrasing or otherwise using the ideas of another author without duly acknowledging the source.

Whatever the form, plagiarism is unacceptable both academically and professionally. Any instances of plagiarism can therefore be expected to draw severe penalties.



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