



AIX CENTER OF HUMANITIES AND SOCIAL SCIENCES

SEM 1 2013/2014

BUS 305

Global Marketing

3 credits

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Catalogue Description

Exploration of basic knowledge of global marketing focusing on the impact of environment on the strategies used by firms, and the understanding of consumer behaviour management as it relates to the development and implementation of global marketing strategies.

Course Description

Worldwide business represents real opportunities for a firm but also creates difficulties, challenges and new ways of implementing marketing. Global marketing is a specific kind of marketing applied to international firms in order to implement the same strategy within the entire market taking into account cultural, economic, social, political, etc., specificities for each area.

Course goals

This course will provide the basic knowledge of global marketing focusing on the impact of environment on the firm strategy, the development and implementation of a global marketing strategy and the understanding of consumer behaviour management in a global strategy. Case studies applied to worldwide business contexts as well as more specific European contexts will provide concrete illustrations for the students.

Course Objectives

- Examine the impact of environment on marketing strategies
- Understand the importance of geographic and historical effects on global markets
- Become aware of the legal constraints, linguistic and media limitations, and cultural diversity in the creation of international communication strategies

Learning Outcomes

- Analyze the orientation of marketing in a global context
- Customize a product for entry into the international market
- Investigate important cultural facts as they relate to distribution channels and market access
- Identify strategies for branding, communication and distribution

Bibliography

Kiefer Lee and Steve Carter (2009) *Global Marketing Management*, Second Edition, Oxford , New York : Oxford University Press

Philipp Kotler and Kevin Keller (2013) *Marketing Management*, 14th edition, Prentice Hall Hall

Methods

- lecture / discussions
- Case studies/video clips
- Small groups and individual tasks

Assessments

Individual: 60%

- mid-term exam (15%)
- final exam (30%)
- country snapshots (15%)

Team based: 40%

- final project

Case studies

A short case study on a specific brand or firm will be proposed to the students to illustrate the different classes. The objective of these case studies is to provide concrete illustration of global marketing topics.

Country Snapshots

In order to extend the knowledge of the class about specific countries, each student will make a presentation on one assigned country. The objective of this presentation is to highlight important marketing facts for this country like:

- socio-demographic context
- important cultural facts and consumer specificities
- important local and international brands
- media and communication
- distribution channels and market access
- etc.

A 15 minutes presentation followed by a 15 minutes class discussion will provide information on the marketing environment for this country.

Final project

The final project consists in an analysis of a French brand and its potential as a global brand. Students will work in team.

Each team will have to conduct a market analysis in order to:

- Present the brand
- Analyse the situation of the brand
- Highlight the opportunities and threats

- Choose specific segmentation, targets
- Define positioning, branding and price policy
- Define a communication strategy
- Define an organisation of the distribution

Classes will provide students with necessary skills and with an on-going coaching and guidance from the professor. They will receive feedback on their work by the professor and the rest of the group concerning their choices and analyses.

Each team will make a 30 minutes presentation followed by questions and comments.

Course Calendar and topics

I. Introduction to global marketing

1. what is marketing?
2. what is global marketing?

II. the global marketing environment

1. economic environment
2. social and cultural environment
3. political and legal environment

III. global marketing strategy

1. market entry strategy
2. competitive analysis
3. swot analysis
4. segmentation – targeting - positioning

IV. consumer approach

1. Global marketing relationship
2. Ethical issues

V. global marketing mix

1. product
2. price
3. communication
4. distribution