



INTERNATIONAL MARKETING

COURSE OUTLINE AND READING LIST

PROF. DR. STEFANIE PALUCH

School of Business and Economics

TIME Research Area | Service and Technology Marketing (**STM**)

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1 COURSE OVERVIEW

Course Name:	International Marketing
Degree Programmes:	1. Bachelor BWL
Lecturer:	Prof. Dr. Stefanie Paluch
Contact:	Moritz Jörling (joerling@time.rwth-aachen.de)
Location and Time:	Kackertstr. 7, 3011 335 (B335); Tuesdays 10:15-11:45 and Kackertstr. 7, 3011 B057; Wednesday 14:15-15:45
Content Description:	This course on International Marketing is based on a combination of lectures and discussions, Harvard cases, videos, outside speakers, and country snapshots. It integrates and addresses the significant impact of cultural, economic, and political, infrastructure in international marketing management. Students will explore marketing issues and marketing implications in a cross-cultural perspective. Students will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on an international perspective.
Qualification Objectives:	This course will balance academic rigor and theoretical framework with the practical application that will require the use of provided global marketing tools and business practices, with the emphasis on the implementation of international marketing strategy, plans and programs. Students will also learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through the group project and case studies. Course Objectives: <ul style="list-style-type: none"> • To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues • To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class
Literature:	See readings below
Course Examination:	1. Case presentation (colloquium) (50%) 2. Written term paper (50%)
Participation Requirements:	1. Solid command of English 2. Basic knowledge in marketing 3. Minimum of 57 Credit Points
Group Size:	25 participants (max)
Type of Teaching Event:	Lecture with integrated exercise and group coaching sessions
Language:	English
Credits:	6

2 COURSE ORGANISATION

The course consists of two different parts. The first part will be held at the beginning of the semester and will follow an interactive lecture format. After an initial introduction to global marketing, the course will address the dynamic environment of international trade in terms of social, cultural, political, and legal aspects. Further, the course will discuss several strategies on how to approach to global markets and will finally end up in an introduction to the global marketing mix with respect to brand and product decisions, pricing decisions, global distribution, and global marketing communication.

The table below depicts the preliminary schedule for the lecture:

Lecture	Session 1 10/10/2017	Session 2 17/10/2017	Sessions 3 24/11/2017	Session 4 07/11/2017	Session 5 14/11/2017	Session 6 21/11/2017
Tuesdays: 08:00 – 11:00 Room 3011 057 (B057)	Orga and Intro	The International Marketplace	International Marketing Environment	Approaching Global Markets	Marketing Mix I	Marketing Mix II
	Session 7 28/11/2017					
Tuesdays: 08:00 – 11:00 Room 3011 057 (B057)	Marketing Mix III					

The second part of the course will let the students immerse into realistic business situations, as given Harvard Business Cases will provide the reality of managerial decision making in global marketing. Student groups will have to solve a Harvard Business Case and to present the results at the end of the semester in a) an oral presentation (in groups) and b) a written term paper (in groups).

The table below depicts the preliminary schedule for the exercise:

Exercise	Session 1 18/10/2017	Session 2 25/10/2017	Sessions 3 08/11/2017	Session 4 15/11/2017	Session 5 22/11/2017	Session 6 29/11/2017
Wednesdays: 10:15 – 11:45 Room Kackertstr. 7 3011 B057	Organization & Introduction; working with Cases; Research Practice	Basics of Case Analysis; Customer-Analysis (e.g. Hofstede); Context-Analysis (PEST); Practice	Company-Analysis (BCG-Matrix; McKinsey Matrix); Competitor-Analysis (5 forces); Practice	How to develop a target picture, solutions (e.g. 4 Marketing P's); Practice Analysis; Development of solutions	Practice Analysis; Development of solutions	Practice Analysis; Development of solutions
	Session 7 13/12/2017	Session 8 10/01/2018	Sessions 9 17/01/2018	Session 10 24/01/2018		
Wednesdays: 10:15 – 11:45 Room Kackertstr. 7 3011 B057	Practice Analysis; Development of solutions	Practice Case Presentation	Presentation of Harvard Business Case (Groups I - III)	Presentation of Harvard Business Case (Groups IV - V)		

This course will be managed via the e-learning platform L2P. All lecture slides, student presentation slides and readings will be deposited here. In addition, we will communicate all important pieces of information (e.g. group allocation, room changes, course and exam preparation) only via L2P. It is hence essential for you to sign up for our L2P course.

All lectures, discussions, oral presentations and written term papers will be in English language.

The final grade is composed of two elements:

- (1) Case Presentation 50 percent
- (2) Written Term Paper 50 percent

Please note that both elements need to be passed if the course is to be passed.

Please bring your notebook to every exercise, because we are going to prepare research and presentations in the exercise.

3 GROUP ASSIGNMENT

Each student will be assigned to a group typically consisting of five members. The elements of the final grade highlight that the key component of this course is the group assignment, which will be the most important part of the final grade. Each group will be assigned a case study and will be asked to develop solutions to handle the given tasks and topics. Each group will have to document their results in a written assignment (20-25 pages without references and appendices, Times New Roman, 12 pt, 1.5 line spacing, 2.5 cm margins). Finally, the groups have to present the result in front of the whole class. About 30 minutes will be allocated to each group, of which 20 should be used for the group presentation and 10 for a discussion with the audience. Groups should support their presentation with PowerPoint slides and will need to bring their presentation

saved on a memory stick in both pptx and pdf format to the sessions. The language for the presentation and the discussion with the audience is English. The primary goal of the group work is to let the students handle realistic business situations and to encourage group participation in decision making.

A sample structure of a written assignment may look as follows:

- (1) Introduction and problem orientation
- (2) Internal & external analysis
- (3) Measurements & solutions
- (4) Conclusion & recommendations

Deadline for the Written Term Paper is the 31st of January 2017.

4 READING LIST

Part 1 will primarily base on Keegan and Green's *Global Marketing*, a standard reference in the field of international marketing. However, each session will have a particular focus so that additional readings (e.g. selected articles from top-tier marketing and psychology journals) will be provided for each topic and discussed later on in class. Since students are expected to take an active part in class discussion, the additional input is required to read ahead of the respective session. All articles will be made available for download on L2P. In terms of the group assignments, Ellet's *The Case Study Handbook* is recommended, as it highlights the basic elements of how to read, discuss, and write persuasively about cases.

We hope you will enjoy the course and look forward to working with you!