

Creating Successful International Marketing Strategies

UGRA_015135

Departments	Department of Marketing
Teaching Languages	English
ECTS	5
Teacher responsible	Susana Valdés Gendarillas - susana.valdes@esade.edu

Course Goals

We will explore a broad range of decision-making issues in international marketing strategy formulation and execution. The target audience of this course is the advanced level graduate student who seeks a career in management/marketing consulting and global marketing management. Thus, our goals for this course are:

- To ask the right strategic questions and think critically about their answers
- To gain deeper understanding of the issues in international marketing strategy
- To develop skills to define and solve strategic marketing issues in the context of global and international business challenges and opportunities

To achieve these goals, we pay particular attention to:

- Providing the students with the foundation of and advanced thoughts in global and international marketing management,
- Developing an understanding of the scope, nature and role of global and international marketing strategy as a means to achieve corporate, business, and brand-level strategy execution, and
- Exposing the students to widely used conceptual and analytical tools to understand and analyze global and international marketing decision situations from a senior manager's perspective

Previous knowledge

Basic knowledge of the Marketing concepts

Prerequisites

Basic knowledge of the Marketing concepts

Recomended

Marketing courses

courses

Teaching methodology

This course pairs case studies with interactive lectures. You can think of each case as the chance to “zoom in” to a problem or topic: What issues did a specific company face? How did they solve it? What obstacles did they encounter along the way? The corresponding lecture gives us the chance to “zoom out” and synthesize the case discussion: What did we learn from the case? What takeaways are generalizable to other contexts? What differences might we expect to see in other industries and/or geographies?

Case discussions are only successful when they are just that: discussions. Therefore, it is critical to come prepared and ready to participate. This entails an in-depth analysis of each case before coming to class. Note that this is not as simple as merely reading the case; more often, it involves reading the case several times so that you can understand the nuances of the issue, craft your approach to solving the problem, and complete relevant analyses to bolster your stance.

In addition, we will ask students to work in a challenge that should be presented during last session.

Description

Course contribution to program

The world is increasingly connected at individual, business, and institutional levels. The phenomenon is not a simple effect of technological advancements and proliferation of multinational corporate activities; more recently (and more importantly), it has become a cause of them. The connections among us accelerate the pace of technological obsolescence, obfuscate or even diminish national and cultural boundaries, and embolden businesses to go beyond their comfort zone. In turn, these effects further facilitate the connectedness, and the cycle repeats. The reciprocal causation has already gained momentum, whether we like it or not, and it will not stall in the foreseeable future. Internationalization and globalization of people and businesses should, therefore, be considered in the context of connectedness. Are we (or can we be) prepared for the increasing level of complexity, dynamism, and uncertainty that the accelerating internationalization and globalization continue to bring?

Short description

This course investigates marketing techniques and programs as developed and implemented on multinational scale. It evaluates marketing strategy formulation and execution, decision-making processes—all while taking into account multiple countries and regions simultaneously. The course puts particular emphasis on developing an open mindset to examine global/multinational/local opportunities, as well as developing business and marketing strategies that leverage investments, knowledge and experience across different countries.

Activities

In-class discussions and debates

This course is very hands-on with real companies guest and discussions.

Group presentations

Some of the case studies could be presented by any group

Interaction with visiting guest professionals

During the course we will have guest speakers from two different companies

Projects with companies and consulting projects

A real life challenge will be worked during the whole course. The final presentation will account for 30% of the final grade. There are will be no exam.

Case study analyses

Four case studies will be analysed and discussed during this course.

Content

#	Topic
1	Introduction to Course & Challenge definition. Market Research and internationalisation. Where and when to sell?
2	How to sell? - Entry strategies to foreign markets - Brand & Product decisions - International distribution & Pricing - International communication - How to organize and manage the International Marketing activities

Assessment

Tool	Assessment tool	Category	Weight %
Participation in program activities		Ordinary round	20.00%
Group project		Ordinary round	80.00%
Final individual project		Retake	100.00%

PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Mandatory)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Mandatory)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 4 (Optative)
BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 4 (Optative)
BBA23 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI21 Year 4 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 5 (Optative)
GBD20 Year 4 (Optative)