

CET Syllabus of Record



Program: Chinese Studies and Internship in Shanghai

Course Title: International Marketing

Course Code: SH260

Total Hours: 45

Recommended Credits: 3

Suggested Cross Listings: Marketing, Marketing Management, International Business

Language of Instruction: English

Prerequisites/Requirements: Open to all program students

Description

This course introduces you to the concepts and skills you need to create and critique effective marketing. Businesspeople in all areas need a solid understanding of marketing to succeed. What is marketing? Simply put -

Effective marketing satisfies consumer needs and creates consumer value while allowing the firm to achieve its objectives.

Furthermore, international marketing practitioners and researchers confront a significant opportunity and challenge: the rise of the Chinese economy, corporations and consumers. In response, this course is intended to cover the essentials of international marketing with a special focus on China. Discussion will include decisions related to product, price, promotion, and place (i.e. the marketing mix) to profitably meet the needs of the target market.

Objectives

Through this course, students:

1. Understand the essentials of international marketing.
2. Investigate the unique challenges of operating in specific national markets.
3. Grasp the basics of a marketing strategy, and the application of the strategy to China-related situations.

Course Requirements

1. Participation (10%)

Class attendance and participation is mandatory to do well in this class. You are expected to come to each class prepared to discuss the current chapter/case/article/topic and meaningfully participate in class exercises.

2. Two Tests (50%)

There will be two tests throughout the semester. Tests will take place at the beginning of lecture. Any makeups or special issues must be arranged with the professor at least one-week prior to the

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day of the scheduled test. The content of the tests will be from lectures and readings, but may include additional articles, class discussion, and material presented by guest lecturers. Each test will count as 25% of your grade (50% total).

3. Individual Presentation (10%)

It is important in marketing to not only have creative ideas, but to be able to clearly present those ideas to senior marketing managers, executives, and ultimately to clients. In short, public speaking and presentation skills are critical to advancing professionally—and especially in the marketing field. Individually, you must prepare and deliver a short presentation (~20 minutes) on a product, service, or marketing campaign that you find particularly interesting or different here in China. The professor will determine the dates of the individual presentation.

4. Marketing Plan (20%) and Presentation (10%)

Before a business is established and funding secured, a thorough business plan must be developed to provide some evidence of business feasibility and viability. Investors base their decisions on the level of planning and research outlined in the business plan. Likewise, marketing managers must come up with a marketing plan for individual products, lines, brands, channels, or customer groups to get executives onboard with a launch. Each product level (product line, brand) must develop a marketing plan for achieving its goals.

A marketing plan is a written document that summarizes what the marketer has learned about the marketplace and indicates how the firm plans to reach its marketing objectives. It contains strategic guidelines for the marketing programs and financial allocations over the planning period. It is one of the most important outputs of the marketing process. As such, in this course, you are required to prepare a marketing plan and a corresponding presentation in groups of four, due at the end of the term. You will be evaluated on your team's plan (20%) and presentation (10%).

You and your teammates are expected to independently come up with a product line, small business, or organization (with approval from the instructor) in which to base your marketing plan. Each class will highlight an important topic, which will nicely culminate into the various headings in a comprehensive marketing plan. A 1-page executive summary of your report describing the product, service, or business your team has selected is due during the middle of the semester (Week 9). Further details will be provided in class.

Methods of Evaluation

The final grade is determined as follows:

Participation:	10%
Individual Presentation:	10%
Test One:	25%
Test Two:	25%
Group Project Marketing Plan:	20%
Group Presentation:	10%

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Grade	Percentile	Qualitative Standard
A+:	98-100%	Excellent. Consistently outstanding performance throughout the semester, with plus grades being reserved for superior work that surpasses all standards listed in the course syllabus.
A:	93-97%	
A-:	90-92%	
B+:	87-89%	Good. A solid performance that is above average yet may also contain notable errors or shortcomings.
B:	83-86%	
B-:	80-82%	
C+:	77-79%	Satisfactory. An average performance wherein the minimum criteria listed in the course syllabus have been achieved.
C:	73-76%	
C-:	70-72%	
D+:	67-69%	Minimal pass. Work is seriously deficient in multiple areas: thought, writing, attendance, participation, etc.
D:	63-66%	
D-:	60-62%	
F:	59%	Failure. Work that fails to meet the minimum criteria in all aspects.

Primary Texts

Cases and articles from Harvard Business School Publishing, the Harvard Business Review, McKinsey, and others will either be handed-out in class or e-mailed to you.

Supplementary Texts

Kerin, Hartley & Rudelius (2015). *Marketing* 12th Edition. McGraw-Hill Irwin.

Kotler, P., & Keller, K. (2011). *Marketing Management* 15th Edition. Pearson, New York.

Kotler, P., Keller, K.L., & Lu, T. (2013). *Marketing Management in China*. Pearson.

Outline of Course Content

Week	Topic	Readings and Activities
1	Introduction to Marketing	<ul style="list-style-type: none"> • HBS Article: Learning by the Case Method • HBS Article: What is Marketing? • Mini-Case: In-N-Out Burger
2	Marketing and Strategy	<ul style="list-style-type: none"> • HBS Article: Marketing Strategy • Darden: The Seven Questions of Marketing Strategy • HBS Case: Fiyta: The Case of a Chinese Watch Company
3	Scanning the Marketing Environ.	<ul style="list-style-type: none"> • HBS Article: Situation Analysis • Mini-Case: Xerox • Ivey: Uber: Managing a Ride in China
4	Consumer Behavior	<ul style="list-style-type: none"> • McKinsey: The Consumer Decision Journey • HBS Article: China "Unbalanced"

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5	The Market Research Process	<ul style="list-style-type: none"> • McKinsey: The Dawn of Marketing's New Golden Age • HBS Article: Learning from Extreme Consumers • Mini-Case: Oracle
6	Customer Segmentation	<ul style="list-style-type: none"> • HBS Chapter: Market Customization • HBS Case: Red Lobster
7	New Product Development	<ul style="list-style-type: none"> • ACRC Case: Wrigley: Innovation in China's Confectionary Market • Mini-Case: Google <p>***Test I***</p>
8	Going Global	<ul style="list-style-type: none"> • HBS Chapter: Marketing Across Borders • Stanford Case: Xiaomi's Globalization Strategy and Challenges • Mini-Case: IKEA in China
9	Pricing	<ul style="list-style-type: none"> • HBS Article: Break Even Analysis • HBS Article: Pricing Analysis • HBS Case: Basecamp: Pricing <p>***Executive Summary Due***</p>
10	Brand Management	<ul style="list-style-type: none"> • McKinsey: Better Branding • HBS Article: Branding in the Age of Social Media • ACRC Case: Hyundai and Kia: Automobile Branding in China
11	Advertising	<ul style="list-style-type: none"> • HBS Article: Advertising's New Medium: Human Experience • IESE: Content Strategy for Ads • PwC Article: Mobile Advertising in China
12	Social Media Marketing	<ul style="list-style-type: none"> • IESE: Adding Social Media to the Marketing Mix • McKinsey: Demystifying Social Media • FBIC Article: Social Media and Retail in China
13	Putting It All Together	<ul style="list-style-type: none"> • HBS Case: Jimmy Choo <p>***Test II***</p>
14	Marketing Plans and Team Presentations	Good luck!!!