



GoBali Course Guide



More information about the GoBali program is available on the Internet (<http://www.gobali.org>).

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International Marketing:

Code:
CE 4/1

ECTS:
5

Language:
English

Lecturer:
Dr. I Nyoman Madiun. MSc

Description:

Because of advances in technology, increasing international trade, growing global income levels, and a convergence of consumer tastes, companies worldwide must examine their business strategies and tactics with a global perspective. This course introduces a broad array of fundamental concepts and strategies that will enable students to understand these dynamic changes in the global marketing environment. A Supplemental Reading offers insight into international marketing in the service industry.

Learning Objective:

By the end of the learning process, students should:

- Help students determine whether or not an organization is ready to "go global."
- Explore the market assessment and development of an organization that is planning a global marketing program.
- Understand the tasks involved in managing global marketing programs.

Subjects Covered:

Economies of scale; International marketing; Market segmentation; Marketing mix; Product life cycle; Transfer pricing; Vertical integration, Global Markets

Weekly Topics:

1. Introductions
 - Global Marketing
 - The Global Manager
 - Importance of Global Markets
 - Development of Global Marketing
 - Role in the global marketing
2. The Global Economy
 - International Trade
 - Basic Theories of World Trade
 - Outsourcing
 - Economic Considerations
3. Cultural and Social Forces
 - Definition of Culture
 - Cultural values
 - Language and Communication
 - Cultural Differences
4. Global Markets
 - Markets and Buyers
 - Consumer Markets

- Business Markets
- Government Markets

Case: Airbnb: a "global, social experiment"

5. Global Competitors

- Globalization of Competition
- Home Country Actions and Global Competitiveness
- Competitors from Emerging Markets

6. Mid Term Test

9. Global Marketing Research

- International Marketing Research
- Challenges in Planning International Research
- Studying the Competition
- Outsourcing Research
- Developing a Global Information System

Case: Shanghai Jahwa in China: China's largest domestically-owned manufacturer of daily-used personal chemical products.

10. Global Market Participation

- International Marketing Operations
- Evaluating National Markets
- Geographic Market Choices
- Country Selection

11. Global Market Entry Strategies

- Exporting
- Foreign Production
- Ownership Strategies
- M&A and Exit Strategies

Case: Coca Cola : "Ramadhan package in Muslim Countries"

12. Global Product Strategies

- Product Design
- Packaging and Labeling
- Warranty and Service Policies
- New Product Development

13. Global Strategies for Services, Brands, Social Marketing

- Marketing Services including Social Marketing
- Branding
- Trademarks and Brand Protection

Case: Unilever: A study of success franchising

14. Pricing for Global Markets

- Profit and Cost Factors
- Market and Environmental Factors
- Managerial Issues in Global Pricing

15. Global Promotion Strategies

- Global Promotion Strategies
- Personal Selling
- Global Account Management
- Selling to Businesses and Governments
- Other Forms of Promotion Managing Global Advertising
- Global vs Local

- Global Campaigns and Media Strategy
 - Global-Local Decisions
- Case: H&M : Optimizing online experience

Exams:

Written Mid Term Exam

Written Final Exam

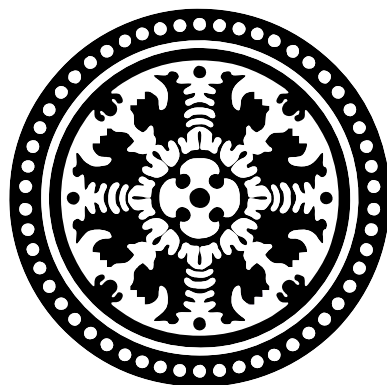
Grading:

Individual participation	10%
Mid Term Exam	30%
Final Exam	60%

Books and other Sources:

1. Kotabe, M., Peloso, T., Gregory, G, Noble, G., MacArthur, W., Neal, C., Riege, A., and Helsen, K., (2005) International Marketing: An Asia Pacific Focus, John Wiley and Sons, Brisbane.
2. Kotabe, M. and Helsen, K. (2010) Global Market Management (5rd ed), John Wiley and Sons.
3. Fletcher & Crawford (2011) International Marketing: An Asia-Pacific Perspective (5rd ed), Prentice Hall, Sydney, Australia.
4. Craig and Douglas (2005). International Marketing Research (3rd ed.), John Wiley and Sons: Australia.
5. Czinkota, M. & Ronkainen, I. (2010). International Marketing (9th ed), Thompson South- western Publishing
6. Cateora, Philip R, Gill, Mary, and Graham, John. (2011) International Marketing (15th ed.), Irwin McGraw-Hill: Boston, MA

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