

Syllabus

Course Overview

This course presents a realistic picture of the global marketplace, including coverage of the opportunities and threats faced by companies evaluating global expansion. For the marketing manager, this course is especially relevant for understanding the changing nature of the global workplace and economy. Learners also explore management topics from a global perspective. Legal, regulatory, political, and cultural issues are discussed also throughout the course.

Course Competencies

(Read Only)

To successfully complete this course, you will be expected to:

- 1 Create a marketing strategy for a business in an international market.
- 2 Analyze the external variables of marketing to other countries.
- 3 Evaluate alternatives and key issues related to international markets.
- 4 Evaluate the marketing challenges multinational businesses face.
- 5 Evaluate the complexities of marketing on a global scale.

Course Prerequisites

Prerequisite(s): BUS3030

Syllabus >> Course Materials

Required

The materials listed below are required to complete the learning activities in this course.

Integrated Materials

Many of your required books are available via the VitalSource Bookshelf link in the courseroom, located in your Course Tools. Registered learners in a Resource Kit program can access these materials using the courseroom link on the Friday before the course start date. Some materials are available only in hard-copy format or by using an access code. For these materials, you will receive an email with further instructions for access. Visit the [Course Materials](#) page on Campus for more information.

Book

Kotabe, M., & Helsen, K. (2017). *Global marketing management* (7th ed.). Hoboken, NJ: Wiley. ISBN: 9781119298847.

Miscellaneous Item

Wiley. (2017). Global marketing management [Companion website to *Global Marketing Management*]. Retrieved from <http://bcs.wiley.com/he-bcs/Books?action=index&itemId=1119298717&bcsId=10766>

External Resource

Please note that URLs change frequently. While the URLs were current when this course was designed, some may no longer be valid. If you cannot access a specific link, contact your instructor for an alternative URL. Permissions for the following links have been either granted or deemed appropriate for educational use at the time of course publication.

- Alliance of Automobile Manufacturers (2007). [Auto Alliance](http://www.autoalliance.org). Retrieved July 19, 2007, from <http://www.autoalliance.org>
- Bain Insights. (2015). [Making the most of China's e-commerce boom](http://www.forbes.com/sites/baininsights/2015/01/21/making-the-most-of-chinas-e-commerce-boom/#175d8f9d4c60). Retrieved from <http://www.forbes.com/sites/baininsights/2015/01/21/making-the-most-of-chinas-e-commerce-boom/#175d8f9d4c60>
- Bandai America Incorporated. (2006). [Bandai America](http://www.bandai.com/). Retrieved September 8, 2006, from <http://www.bandai.com/>
- Crain Communications. (2006). [Advertising Age](http://www.adage.com). Retrieved September 8, 2006, from <http://www.adage.com>
- Kemp, S. (2015). [Marketing in China: A five-step guide](https://www.theguardian.com/media-network/2015/oct/06/marketing-china-social-media-consumers). Retrieved from <https://www.theguardian.com/media-network/2015/oct/06/marketing-china-social-media-consumers>
- Stec, C. (2015). [Introduction to brand strategy: 7 Essentials for a strong company brand](http://blog.hubspot.com/blog/tabid/6307/bid/31739/7-Components-That-Comprise-a-Comprehensive-Brand-Strategy.aspx#sm.0000jb2ckg21kesgrqv140eroatc8). Retrieved from <http://blog.hubspot.com/blog/tabid/6307/bid/31739/7-Components-That-Comprise-a-Comprehensive-Brand-Strategy.aspx#sm.0000jb2ckg21kesgrqv140eroatc8>

- The University of Texas at Austin College of Communication. (2006, September). [Texas advertising](http://advertising.utexas.edu/). Retrieved September 8, 2006, from University of Texas at Austin's Department of Advertising at <http://advertising.utexas.edu/>
- Xia, C. (2016). [Cross-border e-commerce in luring Chinese shoppers](http://www.mckinsey.com/industries/high-tech/our-insights/crossborder-e-commerce-is-luring-chinese-shoppers). Retrieved from <http://www.mckinsey.com/industries/high-tech/our-insights/crossborder-e-commerce-is-luring-chinese-shoppers>

Suggested

The following materials are recommended to provide you with a better understanding of the topics in this course. These materials are not required to complete the course, but they are aligned to course activities and assessments and are highly recommended for your use.

Optional

The following optional materials are offered to provide you with a better understanding of the topics in this course. These materials are not required to complete the course.

Projects

Project >> Marketing Campaign Plan

Project Overview

For this course's project, use the information you learn in the course to plan a marketing campaign. Your plan will focus on marketing an American product or service in an international country. You can choose any product or service arrangement as long as the product or service is made in the U.S.

To complete this project, you will:

- **Research the market.** Summarize the current state of the market where you are considering entry. To do this, compare similar products sold in similar markets, and from your research, determine potential markets.
- **Situate your product.** Analyze the market for your product and company; determine the current market demographics, perform a SWOT analysis, identify any threats, and highlight the trends.
- **Analyze the environment.** Analyze and assess factors that will influence your product sales in your country. Consider factors such as political, legal, social, and infrastructure in the country in which you plan to market. Consider market segments too.
- **Select strategies.** Based on your research so far, select the most appropriate marketing strategies that address market trends, political and legal issues, and your product's strengths and weaknesses. Your strategies should address the four Ps: product, pricing, promotion, and placement.
- **Implement your marketing.** Define how your strategies will be implemented.
 - Determine your budget, milestones, and how risks will be mitigated.
 - Summarize, from a marketing perspective, how your marketing campaign will address challenges and complexities faced by your multinational business.
 - Create 2-3 marketing examples or create requirements for the marketing techniques that will be implemented. For example, create a requirements document for a billboard, outline a print ad, storyboard a TV advertisement, or write a radio spot, and so on.

Synthesize all of the elements above into a well-defined marketing plan due the final unit.

You will complete components of this project throughout the course. In the final unit, you will create a marketing campaign plan that includes the relevant pieces of these components. You will revise any elements necessary based on instructor feedback. In addition to the compilation of the earlier pieces, you will also need to create your 2-3 marketing examples illustrating how you have decided to navigate the various complexities existing in global marketing. You will also outline your budget, milestones, and how you expect to mitigate any risks that exist with this product in this country.

The requirements for the final campaign marketing plan are:

1. Final plan should be double-spaced, 12-point Times New Roman font, with effective use of charts or graphs as needed.
2. Writing must use professional and appropriate marketing terminology.
3. Include appropriate in-text citations and references in [APA style](#).
4. Final plan should be a professional document with a cover page, a table of contents, and a references section.

Project Components

Activity	Grade Weight (%)
u03a1 - Potential Market Brief	5
u04a1 - Competitive Analysis	9
u06a1 - Environmental Analysis	8
u08a1 - Marketing Strategies	9
u10a1 - Marketing Campaign Plan	12

Unit 1 >> Global Marketing Environment

Introduction

Welcome to Marketing Across Borders. In this unit you will look an overview of international markets. You will learn how the global market has evolved in recent years, and you will learn about countries that are major competitors, as well as today's market-influencing trade agreements.

Learning Activities

u01s1 - Studies

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapters 1 and 2, "Globalization Imperative" and "Economic Environment," in your text, and review the associated content on the [Student Companion Site](#).
 - These chapters give a broad understanding globalization and introduce some terminology for international business dealings. In addition, this reading will stress the increasing interconnectedness of the global economy; every country, business, and business professional must adapt if they wish to thrive.
- Read Kemp's 2015 article, "[Marketing in China: A Five-Step Guide](#)."
- Read Bain Insights's 2015 article, "[Making the Most of China's E-Commerce Boom](#)."
- Read Xia's 2016 article, "[Cross-Border E-Commerce is Luring Chinese Shoppers](#)."

u01s2 - Review Project Description

In this course, you will complete a project in which you develop a marketing campaign plan for an American-made product of your choice. In this unit, review the Marketing Campaign Plan course project description.

For this project, you will choose a product and a country. You will notify your instructor of the product and country in Unit 2.

u01d1 - Introductions

Write a short essay introducing yourself. Include any cultural experiences you may have had living in another country or working for a business that has an international component. For example, do you speak languages other than English? Do you live in an area or work for a company where there is ethnic diversity?

Response Guidelines

Once you have posted your essay, come back and read what your classmates have posted. Reply to at least two of your peers, seeking more information to understand their experiences better. Choose one learner who has had experiences similar to your own and one learner with dissimilar experiences. Please choose learners who have not yet received a reply.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u01a1 - Complex Market

There are five identifiable stages in the evolution of marketing across borders. Understanding this evolution is a preliminary step to understanding the full complexity of global marketing. For this assignment, refer to Chapters 1 and 2 of your course text.

Write a short paper in response to the following:

1. Discuss the reasons why international business is much more complex today than it was 20 years ago.
2. How is global marketing different from international marketing?
3. Define GATT and identify its role in international transactions. How does GATT's role differ from WTO's role?

Once you have completed the paper, submit it in this unit's assignment area.

u01d2 - Changing Roles in the World Economy

International marketing is not a static environment. Those who will enter a global market must be open to change. Based on the course materials for this Unit (and perhaps additional Internet research), please respond to the following:

1. Discuss how U.S., European, and Japanese multinational companies might design marketing strategies for business in China.
2. Discuss what western brands need to know to successfully enter and survive in the Chinese market.

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, identify issues and challenges he or she might also want to consider when dealing with an ever-evolving market.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 2 >> Country Differences: Cultural Environment and Buying Behavior

Introduction

In this unit, you will be learning about differences in buying behavior among nations and cultural differences. To be successful, marketing managers must understand that culture is a fundamental part of global community. You must be able to identify, appreciate, and adapt to cultural differences.

Learning Activities

u02s1 - Studies

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapter 4, "Global Cultural Environment and Buying Behavior," in your text, and review the associated content on the [Student Companion Site](#).

u02s2 - Product Selection and Potential Market Brief

By the end of this unit, send a course message to your instructor notifying him or her of the country and product or service you have selected for your Marketing Campaign Plan project. Your instructor will let you know if your selection is suitable for this project and will provide guidance if he or she wishes you to rethink your selections.

Your Potential Market Brief for the course project is due by the end of Unit 3. In this unit, review the assignment description for the Potential Market Brief, which is located in Unit 3. Begin collecting resources for your summary of the current market for your selected product or service, and identify 2 or 3 companies that sell comparable products in countries other than the U.S.

Course Resources

[Capella Library](#)

u02d1 - Maintaining Global Identity



In countries with cultures strongly influenced by Islam, certain practices must be taken into account when establishing a global market. Consider these restaurant booths with sliding doors. This allows Muslim women that wear veils to eat and not be seen without their face cover.

Discuss the following:

Discuss how global marketers can learn about cultural differences, both explicit and implicit, before making mistakes at the time of entry.

Many global marketers increasingly prefer to maintain a globally consistent image for their products. Explain how multinational companies can accomplish the task of maintaining global identity while adapting products to local needs.

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, indicate your agreement or disagreement with his or her responses. Explain your own opinions further.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

u02d2 - Accommodating National Differences





In countries with cultures strongly influenced by Islam, certain practices must be taken into account when establishing a global market. Consider these restaurant booths with sliding doors. This allows Muslim women that wear veils to eat and not be seen without their face cover.

For this discussion, assume the role of a manager for Frankfurtrar, a U.S. hotdog restaurant and Internet café. This retail shop's business model is to be open the maximum number of hours per day to maximize revenues. Your corporate office has just asked you to open retail shops in Saudi Arabia. What are the cultural implications of this business model in Saudi Arabia? In what ways will you need to adapt the retail shops' model to accommodate cultural differences?

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, identify two other cross-cultural differences he or she might want to consider: look at language, religion, social structures, education, the workplace, and others.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u02a1 - Product Adaptation



[Launch Presentation](#) | [Transcript](#)

Often, a product itself must be adapted in order to accommodate differences in a global market. For this assignment, find an example of a product that was uniquely adapted to its market and consumers.

Write a short paper in which you summarize why you find the adaptation particularly unique. What aspects of the elements of culture were important to this adaptation of culture? In your paper, be sure to identify elements that comprise the selected country's culture and explain why certain elements were crucial when adapting the product.

Once you have completed the paper, submit it in this unit's assignment area.

Course Resources

Japanese Restaurant Menu

Unit 3 >> Country Differences: Political and Legal Environments

Introduction

In this unit, you will learn about the political and legal environments in international business. When doing business across national boundaries, international marketers almost always face perceived political and legal barriers. When considering entry, the investment environment, or market entry, political and legal environmental risks need to be assessed. International marketing managers should be aware that domestic protection usually cannot be extended beyond their national boundaries.

Learning Activities

u03s1 - Studies

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapter 5, "Political and Legal Environment," in your text and review the associated content on the [Student Companion Site](#), including the "Wal-Mart Bribery Case in Mexico" case.

u03s2 - Competitive Analysis Preparation

In Unit 4, you will submit the Competitive Analysis for your Marketing Campaign Plan. If you have not already done so, begin your research for this assignment.

Course Resources

[Capella Library](#)

u03a1 - Potential Market Brief

The Potential Market Brief for your Marketing Campaign Plan is due at the end of this unit. Once you have your instructor's approval on your selected country and product or service, develop a proposal brief stating why you believe this particular product or service would be a good business fit for consideration in the country you have chosen.

- For this brief, conduct preliminary background research to help you:
- Determine the companies already doing business in your chosen country.
- Summarize the socio-economic factors relevant to the product or service.
- Explain your rationale for this particular product and country, and assess its feasibility in this market.
- Identify opportunities.
- Identify any policies and regulations that may hamper the ability to do business.
- Recommend areas for further study.

At this point, this is not an in-depth analysis. Your potential market brief should provide enough information for top management reviewers to give approval to develop a global marketing plan.

Your Potential Market Brief should follow these requirements:

- **Content:** Write in memo form, addressed to upper management. It should include:
 - A one- or two-page attachment describing the opportunity with supporting evidence.
 - A recommendation for further study.
 - A summary of next steps that you will take to determine feasibility. Hint: Look at future project deliverables.
- **Writing:** Your memo and supporting attachment must be free of grammatical and spelling errors. Part of a manager's success in business is determined by strong written communication.
- **References:** Submit a separate list of three to five credible resources you used to develop your work.
- **Format:** Use in-text citations and references that follow APA (6th ed.)

Course Resources

[Capella Library](#)

[APA Style and Format](#)

u03d1 - Economic and Political Information

Choose a country and identify the economic and political information required to advertise a product in that country. What are some of the different factors to consider when marketing a product in your chosen country?

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, assume the role of a manager. Consider the factors identified by your peer. Do these factors seem like the most important political or economic areas to consider? Explain your responses.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u03d2 - Corruption and Bribery?

Apply the factors from this unit's course materials to discuss the following:

1. Given the deep-rooted cultural differences among countries, discuss if we can expect international organizations such as the Organization of Economic Cooperation and Development (OECD) to develop universally applicable rules that will bind all countries.
2. Would the United Nations or the World Trade Organization (WTO) be better international organizations to tackle this issue?

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two learners who have not yet received responses. In your responses, consider if there are alternate systems or methods for navigating these issues? How would another system differ from the OECD or WTO in its influence on global trade?

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 4 >> Positioning and Branding Across Borders

Introduction

The focus of this unit is:

- Motivations for international market segmentation.
- Choosing segmentation criteria.
- Difficulties in segmentation.
- Segmentation tools.
- Using segmentation guidelines for positioning.

In addition to using segmentation to your advantage, strategic planning is another essential talent for today's international marketing competitor. Global marketing managers must know and always be aware of significant issues for retaining a competitive position.

Learning Activities

u04s1 - Studies

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapters 7 and 8, "Global Segmentation and Positioning," and "Global Marketing Strategies," in your text, and review the associated content on the [Student Companion Site](#).

u04a1 - Competitive Analysis

Your Competitive Analysis for your Marketing Campaign Plan is due in this unit.

For this assignment select two other products or services currently offered in your chosen market that offer obvious parallels with your product. Compare the current and existing marketing for these products with the current and existing marketing for your product in the U.S. Then provide a comparison of the products and services currently offered in the country with that of the U.S. market reached by your product. Take into account the market size, and identify the competition or competitive nature of the country.

After providing the information above, offer an evaluation of the product and market you have chosen, identifying what makes you believe that the product will succeed there. The important element you must address is why your product has potential in this country. Conclude this assignment by identifying how your product will differentiate itself from the products in your comparison.

Follow these requirements when completing this paper:

- **Length:** Three to four pages.
- **Writing:** Your writing must be free of grammatical and spelling errors.
- **References:** Submit a separate list of six to ten credible resources you used to develop your work.
- **Format:** Use in-text citations and references that follow APA (6th ed.).

Course Resources

[Capella Library](#)

[APA Style and Format](#)

u04a2 - Introduction Strategy

Market segmentation is a critical piece of any global marketing effort. For this assignment, devise a product introduction strategy for a toy company seeking to further enter into the U.S. market.

Go to the Web site of [Bandai](#), a toy maker, and learn about this company and its products. As you devise the introduction strategy for this company, identify the critical steps for this company's further entrance to the U.S. market. Remember to include a plan for all of the marketing mix variables: product, price, promotion, and distribution. Be sure to designate which market segments are primary for your product introduction. And be sure to describe the segments, telling why you think they would be prime prospects.

u04d1 - Brands in a New Market

Based on the concepts in this unit's studies, respond to the following

- On an emotional level, what do Western brands mean to the new markets they enter?
- How are younger generations shaping the way western brands need to approach new markets?

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, indicate if you agree or disagree with the answers of your peers. Use evidence from our course materials to support your position.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u04d2 - Peer Review of Competitive Analysis

Post a copy of your Competitive Analysis completed in this unit so that your peers may review it. Identify any questions or problem areas that you encountered when compiling your Competitive Analysis.

Response Guidelines

After posting your Competitive Analysis, review the posts of your peers. Respond to at least two other learners' Competitive Analyses, choosing peers who have not received feedback. Provide comments that include positive feedback and suggestions for improvement.

Be sure to address any questions he or she included. Also, in your review, state whether he or she has provided enough evidence to support the potential success of the product. Has he or she clearly distinguished the product from similar products on the market? Post your comments in the discussion area.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 5 >> Market Entry Strategies

Introduction

This unit will explain various strategic choices available to a firm that wishes to expand globally. Each strategy has advantages and disadvantages.

Learning Activities

u05s1 - Studies

Readings and Video

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapter 9, "Global Market Entry Strategies," in your text, and review the associated content on the [Student Companion Site](#).
- Browse the [Auto Alliance](#) Web site.

Several of your case studies in this course are found on the publisher's companion Web site to your *Global Marketing Management* textbook. Follow the instructions below to access these cases.

- Read Case 9-2, "Alfa Romero - 'Il Ritorno'," from the [Student Companion Site](#) for your *Global Marketing Management* textbook. As with almost any case study, please keep in mind this case is a historical look at a business situation, which has undergone changes since the case was written. To access this case, use one of the following methods:
 - From the Browse by Resources dropdown menu, select Short Cases, and scroll to Case 9-2.

u05s2 - Environmental Analysis Preparation

The Environmental Analysis for your Global Marketing Plan is due in Unit 6. If you have not already done so, begin your research for this assignment.

Course Resources

[Capella Library](#)

u05d1 - Market Entry

Discuss the following questions:

1. How are some of the alliances among different automotive manufactures formed?
2. What can auto makers from one country offer to foreign rivals?

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two learners who have not yet received responses. In your responses, consider some different strategic choices that could be made when entering difficult foreign markets.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

u05d2 - Screening Process

Using the four-step screening process discussed in the *Global Marketing Management* textbook (early in Chapter 9), analyze Case 9-2, "Alfa Romero - 'Il Ritorno'" from the Student Companion Site for your *Global Marketing Management* textbook. As with almost any case study, please keep in mind this case is a historical look at a business situation, which has undergone changes since the case was written. Answer the following questions for this discussion:

- What are the strengths and weaknesses of Alfa Romero's strategy?
- What issues (including cultural) will Alfa Romeo have to overcome to succeed with its strategy?

As with almost any case study, please keep in mind this case is a historical look at a business situation, which has undergone changes since the case was written.

Response Guidelines

After posting your discussion, review the posts of your peers and respond to at least two learners who have not yet received feedback. In your responses to their analysis of the case, consider how a formal decision process can help with both the selection of a strategic method and reduce overall risk to the company.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

[Global Marketing Management](#)

Unit 6 >> Global Product and Branding Strategies

Introduction

This unit focuses on various strategies for the development and adaptation of product policy. The complexity of global branding will also be addressed. In addition, you will review issues faced by marketing managers as they decide what product lines to introduce globally.

Learning Activities

u06s1 - Studies

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapter 10, "Global Product Policy Decisions I: Developing New Products for Global Markets," in your text, and review the associated content on the [Student Companion Site](#).
- Read Case 10-2, "Estee Lauder's Made-for-China Osiao Brand," from the *Global Marketing Management Student Companion Site*. As with almost any case study, please keep in mind this case is a historical look at a business situation, which has undergone changes since the case was written. To access this case, use one of the following methods:
 - From the Browse by Resources dropdown menu, select Short Cases, and scroll to Case 10-2.

u06a1 - Environmental Analysis



Environmental conditions can effect how you will conduct business. For example, in certain countries, religion plays an important part in business. Here at an opening of an American fast food chain in Latin America a priest is present to bless the store.

An environmental analysis may cover such areas as cultural, economic, political, ecological, and legal conditions in the target country. Your analysis should focus on why and how such environmental issues call for adaptation or modification of your marketing plan for local conditions. Based on your evaluation, make sure you address the following questions:

- Does and or would the culture accept your product or service?
- How would the product or service be positioned from a pricing standpoint based on the local economy?
- Is the country politically stable? Can you repatriate funds out of the country?
- Would your product or service need to be modified to fit the country?
- Does the country belong to any trademark agreements with the United States?
- Would your company be the first in the region?
- Are there barriers to entry given what you have learned about the country and the competition that does business in that country?

Follow these requirements when completing your paper.

- **Length:** Two to three pages.
- **Writing:** Your writing must be free of grammatical and spelling errors.
- **References:** Submit a separate list of five to seven credible resources you used to develop your work.
- **Format:** Use in-text citations and references that follow APA (6th ed.).

Course Resources

[Capella Library](#)

[APA Style and Format](#)

u06d1 - Product Piracy

Research the subject *product piracy*. Find an article that describes a piracy issue. While you research, observe:

- The company or group that was damaged.
- The offending party or country.
- Any legal action taken.
- Any policy action taken by the host country through political action.
- The end-result of the piracy case.

Report your findings and draw a conclusion, citing your feelings regarding product piracy. How could a global manager mitigate the risks associated with piracy when entering a global market?

For this discussion, post your summary of the product piracy. Clearly state your position and identify if you agree or disagree with the position taken in the article you have selected. Be sure to correctly reference the article you use.

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two learners. Choose two peers who have taken a position that is opposite or dissimilar to your own. Would your peers' responses adequately protect the brand of the company involved? After reading your peers' response to the piracy issue, clarify your general position about piracy.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u06d2 - Case Study: Estee Lauder

For this discussion, refer to Case 10-2, "Estee Lauder's Made-for-China Osiao Brand," from the Student Companion Site associated with the course text.

1. How does Estee Lauder create brand equity?
2. Who is the target market?
3. Why enter the Asian market with this particular product?
4. Why were the initial phased launch locations chosen, starting with Hong Kong?
5. How does Estee Lauder market itself?

Response Guidelines

After posting your discussion, review the posts of your peers and respond to at least two. In your responses, assume the role of a manager. How should a marketing manager best address the branding issues and challenges identified by your peers?

Course Resources

Undergraduate Discussion Participation Scoring Guide

[Global Marketing Management](#)

Unit 7 >> Global Pricing and Communicating with the Global Consumer

Introduction

In this unit, you will learn about some of the strategies that an organization can use as they determine their global pricing strategy.

Learning Activities

u07s1 - Studies

Use your *Global Marketing Management* textbook to complete the following:

- Read Chapters 11 and 12, "Global Product Policy Decisions II: Marketing Products and Services" and "Global Pricing," in your text, and review the associated content on the [Student Companion Site](#).

u07s2 - Preparation

The Marketing Strategies for your Marketing Campaign Project is due in Unit 8. This assignment is based on the work you have completed so far for this project. Time has been made in this unit for you to complete the additional research required for the Marketing Strategies assignment.

Also revise earlier components based on your instructor's feedback and any feedback from your peers that you wish to incorporate.

Course Resources

[Capella Library](#)

u07a1 - Pricing Strategies

Based on this unit's readings in your text, answer the following questions:

1. How does competition in the foreign market affect your global pricing decisions?
2. What are the major challenges faced by international advertisers?
3. What factors entice international advertisers to localize their advertising campaigns to foreign markets?
4. What are the major reasons for standardizing an international advertising program?

Submit your work in the assignment area.

u07d1 - Peer review of Environmental Analysis

For this discussion, post a copy of your Environmental Analysis completed in Unit 6, so that your peers may review it. Identify any questions or problem areas that you encountered when compiling your Environmental Analysis.

Response Guidelines

After posting your response, review the posts of your peers. Review at least two other learners' Environmental Analyses and provide comments that include positive feedback and suggestions for improvements. Choose learners who have not received feedback. Be sure to address any questions they included.

Also in your review, consider if your peer has provided enough information for you to understand the political, logistical, and cultural barriers for marketing this product. Do you feel your peers' pricing strategies address the barriers and economies identified? Post your comments in the discussion area.

Course Resources

Unit 8 >> Sales Management

Introduction

A company's sales force is its face to the world. One of the critical components of a coherent international marketing and distribution strategy is an effective sales force management concept and process.

Learning Activities

u08s1 - Studies

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapter 13, "Global Communications Strategies," in your text, and review the associated content on the [Student Companion Site](#).
- Read Stec's 2015 article, "[Introduction to Brand Strategies: 7 Essentials for a Strong Company Brand](#)."
- Read Case 13-2, "The Casting of Dove Soap in 'Ugly Wudi,'" from the [Student Companion Site](#) associated with the course text. To access this case, use one of the following methods:
 - From the Browse by Resources dropdown menu, select Short Cases, and scroll to Case 13-2.

u08a1 - Marketing Strategies

By the end of this unit, submit the Marketing Strategies for your Marketing Campaign Plan.

For this assignment, put together an overall global marketing plan that covers all the major marketing issues for the product or service you have chosen. This should include, but is not limited to, positioning, branding, product modification, pricing, advertising, promotion, use of Internet and other topics specific to your product or service. Please take into account and address the company's internal strengths and weaknesses as well as the opportunities and threats that it may face in your selected country. Combine elements of the Market Potential Analysis and Environmental Analysis that you have already completed in order to illustrate the pros and cons of the marketing strategies you select.

Someone reading your Marketing Strategies should be able to understand the country, the market, the complications, and the company's philosophy, in order to understand the choices made about the product itself, its pricing, its promotion, and its placement.

Requirements

- **Length:** Ten to twelve pages.
- **Writing:** Your writing must be free of grammatical and spelling errors.
- **References:** Submit a separate list of two to three credible resources you used to develop your work.
- **Format:** Use in-text citations and references that follow APA (6th ed.).

Course Resources

[APA Style and Format](#)

[Capella Library](#)

u08d1 - Case Study: Dove

For this discussion, refer to Case 13-2, "The Casting of Dove Soap in 'Ugly Wudi,'" from the Student Companion Site associated with the course text. TAs with almost any case study, please keep in mind this case is a historical look at a business situation, which has undergone changes since the case was written. Answer the questions at the end of the case:

1. Why did Dove's global "Real Beauty" ad campaign fail in China?
2. What could be the benefits of an Ugly Wudi-like brand integration campaign over traditional advertising campaigns? What could be some possible risks?
3. How would you measure the effectiveness of this campaign?

Response Guidelines

After posting your discussion, review the posts of your peers and respond to at least two.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

[Global Marketing Management](#)

u08d2 - Working Overseas



[Launch Presentation](#) | [Transcript](#)

For this discussion, assume you have been offered a job in two different foreign market environments (you may choose any two foreign markets). As a future expatriate, what would you like to know about each country, its culture, and security for your family?

Conduct Internet research on your selected markets to develop a list of significant cultural information for doing business and living in these countries. Report your findings in detail to your peers and state in which country you would prefer to live and do business. Explain why.

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, place yourself in the position of a hiring manager. After reading your peers' reasons for selecting or not selecting a country in which to live and work, discuss the advantages and disadvantages for hiring an expatriate.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

[The Global Map of World Cultures](#)

u08d3 - Corporate Branding

Based on the reading for this unit, what are your thoughts about two additional international brands of which you are aware? Identify the branding strategies you believe each of these brands follows.

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, comment on how the branding strategy used by each company was adapted to local market conditions, but still retained a corporate identity.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 9 >> Global Marketing and the Internet

Introduction

This unit will focus on how the Internet is changing the way companies do business internationally.

Learning Activities

u09s1 - Studies

Use your *Global Marketing Management* textbook and the Internet to complete the following:

- Read Chapters 17 and 19, "Planning, Organizing, and Control of Global Marketing Operations," and "Global Marketing and the Internet," in your text, and review the associated content on the [Student Companion Site](#).
- Read Case 19-3, "eBay's Foray Into China," from the [Student Companion Site](#). As with almost any case study, please keep in mind this case is a historical look at a business situation, which has undergone changes since the case was written. To access this case, use one of the following methods:
 - From the Browse by Resources dropdown menu, select Short Cases, and scroll to Case 19-3.

u09s2 - Marketing Campaign Plan

Your complete Marketing Campaign Plan is due the end of Unit 10. In this unit, be sure to review the project's objectives, ensuring that you are focused on the right areas. Begin to determine your budget, milestones, and risks, and start your marketing examples.

u09a1 - Promotional Strategies Across Cultures

While the Internet is no longer a new realm for advertising, it is still a unique marketing avenue. Therefore, it is important to understand advantages and disadvantages for using the Internet as a market.

For this assignment, go to [Advertising Age's Web site](#) or The University of Texas at Austin's [Texas Advertising](#) site. Find a recent article about international advertising on the Internet. Write a short report that abstracts the article and compares the advertising approach in the U.S. to the approach found in the article. Then respond to the following questions:

- What structural barriers affect the use of the Internet as an international marketing medium?
- What advantages do stores with both actual and virtual locations (click-and-mortar retailers) have over pure Web retailers? What are the disadvantages?

u09d1 - Expanding E-Commerce

For this discussion, take the role of a business manager for Back Country Clothing, a retail company that sells middle-of-the-line outdoor clothing and casual wear. You have been asked to expand your e-commerce business to Africa. How will you overcome some of the barriers that might exist within current e-commerce business practices? What advantages does a click-and-mortar retailer have over a pure Web retailer?

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. In your responses, consider the methods that your peers have identified to overcome e-commerce barriers. Select at least one method he or she could adapt to more effectively promote an overall global marketing strategy and explain why this method is most suited for a comprehensive marketing strategy.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u09d2 - Case Study: eBay

For this discussion, refer to Case 19-3, "eBay's Forays into China," from the textbook's Student Companion Site. Respond to the questions at the end of the case:

1. Jack Ma, the founder and former chief executive of Alibaba, famously said, "eBay may be a shark in the ocean, but I am a crocodile in the Yangtze River. If we fight in the ocean, we lose - but if we fight in the river, we win." How did Alibaba's Taobao outsmart eBay?
2. How does eBay's latest venture differ from its earlier initiatives in China?
3. Assess eBay's latest push into the China market. Is the partnership with Xiu.com likely to be successful? Is eBay on the right track this time? What are some of the positives and negatives of eBay's latest China strategy?
4. What are the lessons to be drawn from eBay's foray in China for other big Western Internet brands that try to gain a foothold in China?

Response Guidelines

After posting your discussion, review the posts of your peers and respond to at least two. While reading your peers' discussions, consider the position your peers have taken in response to at least one of the questions. Do you agree or disagree with his or her position? Select a peer with a similar position and a peer with a dissimilar position. Explain why you agree or disagree using your course materials and any other resources that you have gathered throughout this course to support your responses.

Course Resources

Undergraduate Discussion Participation Scoring Guide

[Global Marketing Management](#)

u09d3 - Peer Review of Marketing Strategies

For this discussion, post a copy of the Marketing Strategies assignment that you completed in Unit 8 for your Marketing Campaign Project so that your peers may review it. Identify any questions or problem areas that you encountered when compiling your Marketing Strategies.

Response Guidelines

After posting your response, review the posts of your peers and respond to at least two. Choose two peers who have not yet received feedback. In your responses, provide comments that include positive feedback and suggestions for improvement. Be sure to address any questions asked. Also in your review, consider if your peer has provided enough information to understand the reasoning behind the selected marketing strategies, and whether these seem the most effective ones available. Post your comments in the discussion area.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

Unit 10 >> Wrap-up and Presentations

Introduction

This unit provides an opportunity to demonstrate what you have learned. You will submit your final project and present the marketing examples that you created for your Marketing Campaign Plan, illustrating the research you have completed.

Learning Activities

u10a1 - Marketing Campaign Plan

By the end of this unit, submit your Marketing Campaign Plan. To complete your final project, revise all of your previously completed components based on feedback from your instructor your peers. Also create two or three marketing examples addressing the complexities and barriers you found throughout your research and work on this project. Your marketing examples should show successful ways of implementing the marketing strategies you have selected. Include an outline of your budget, milestones, and risk mitigation for your marketing endeavor.

Review the Marketing Campaign Plan course project description to make sure you meet all the objectives for this assignment.

Course Resources

[Capella Library](#)

[APA Style and Format](#)

u10d1 - Marketing Examples

Post the marketing examples that you created for your Marketing Campaign Plan. When posting, write a short summary of the research that led to the marketing examples you selected and highlight the barriers and global complexities that were examined.

Response Guidelines

After posting your marketing examples, review the posts of your peers and respond to at least two. In your responses, highlight two attributes of your peer's marketing examples that were especially creative and effective at addressing global marketing complexities. Then highlight one or two attributes that you feel are less effective. Explain your evaluations.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

u10d2 - Reflection

Look back at our first discussion, Introductory Conversation, in Unit 1. Review the expectations you had for this course. Reflect on how your expectations have remained the same and how they have changed throughout the course.

Identify any areas or topics of the course that:

- You would like to see changed.
- You would like to see added.
- You feel were especially useful.

Course Resources

Undergraduate Discussion Participation Scoring Guide