



جامعة دبي
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION
MBA Course Syllabus
Semester:

Course code & No.: MIBM 715

Course Title: International Marketing Strategies

Prerequisites: MBA 645 (Strategic Management)

Faculty Member:

Contact Details: Email:; Phone:

Class Hours: Time: Days: Room:

Office Hours: Time: Days: Room:

Brief Course Description: (As in UD Catalog)

The course provides challenging experiences in international marketing through a simulated regional operation of manufacturing and marketing of a fast moving consumer product. Topical coverage includes market selection, management of global communication, managing supply chain and distribution, global pricing and sales force managed.

Course Objectives (CO): Upon completion of this course, students should be able to:

1. Develop ability to prepare and implement international marketing strategies.
2. Evaluate role of marketing in product development.

This course contributes to the following MBA IBM program concentration objectives (MBA IBM PCO): At the end of this program, students should be able to:

MBA IBM PCO	*Objectives	Linked to MBA PO
1	Apply marketing techniques on various business processes in the UAE and in international firms.	4,5
2	Analyze marketing strategies to meet the needs of firms operating in the UAE and internationally.	4,5
3	Use knowledge and skills developed to add value to the firms in the UAE/MENA region.	4,5

Course Learning Outcomes (CLO):

Upon completion of this course, students should be able to demonstrate the following outcomes (With linkage to CO):

1. **Analyze** the global marketing environment in which some UAE/GCC companies participate.
2. **Develop** global marketing strategies.
3. **Execute** global marketing operations
4. **Implement** strategies in real world situation through cases & simulation

Blooms Taxonomy

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	-	1	2,3	4

CLO Mapping: This table maps CLO's to: CO

CLO	Linked to CO	Linked to MBA PCO
1	1	1
2	2	2
3	2	3
4	2	3

CLO Assessment Scheme

CLO	Class Work (marks)		Final Exam (marks) 30%
	Case Assignment/ Quiz 35%	Group Project 35%	
1	10		10
2	15		10
3		10	10
4		15	
Presentation	10	10	
Total	35	35	30

Team: Country Manager Simulation will be worked out in teams. In the first stage, each team will develop a marketing plan for the regional marketing of the FMCG product described in the simulation. Your actions need to coordinate and make sense in the combination of environments elaborated for each country in the region.

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. Each course grade is distributed as under:

% Marks	Grade	Quality Points
> 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

Case Assignment

The instructor will assign a set of 4 cases from different sources with adaptation to the local environment of UAE. Two of these cases (published by Harvard Business Review) will be used in class. The other five-cases will be used as part of the individual and group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

Out-of-Class Time

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (individual assignment)	6hours
Case # 2 (Individual assignment)	6 hours
Case # 3 (Group assignment)	12 hours
Case # 4 (Group assignment)	12 hours
Problem Solving	24 hours
Preparation for Presentation	10 hours
Readings (textbook, journal articles and supplemental readings)	36 hours

Teaching Methods: Teaching methods used in this course are Interactive learning, lectures, Case studies & Simulation Country Manager. The recommended book, Blue ocean strategy, will be used to learn the analytical tools and their use in international marketing environment.

Use of Modern Instructional Technology:

Simulation: In a growing industry you will make marketing decision and see how these decisions affect the bottom-line and Coordinate with non-marketing decisions.

Day Week	Topic	Content	CLO	Assignment / Reading
1	Changes and Challenges in the Global Marketing Environment	<ul style="list-style-type: none"> • What is Global Marketing? • Changes in the global market environment • The need for a new approach to global marketing • Organizing for global marketing Introduce Country Manager (CM) Simulation	1	Chapter 1 Rehearse CM& start Round 1
2	Understanding global cultures and buyer behavior	<ul style="list-style-type: none"> • Culture and consumer behavior • Managing cultural differences • Conducting cross-cultural analysis • Commodity trading • Government buying behavior • Organizational buyers or B 2 B buyer behavior • Culture and ethics Debrief: R1 simulation	1,4	Chapter 4 Start Round 2
3	Opportunity analysis and selection of markets	<ul style="list-style-type: none"> • Global market selection • Marketing information system • International marketing research • Global market segmentation • Selecting markets for targeting Debrief Round 2	1,4	Chapter 5 Start Round 3
4	Global Service Marketing	<ul style="list-style-type: none"> • The significance of services in the global economy • The drivers for growth in cross-border services • The challenges of marketing services internationally • International retail franchising • The strategic considerations for marketing services globally Debrief Round 3	2,4	Chapter 10 Start Round 4
5	Management of Global communications	<ul style="list-style-type: none"> • Changes and issues in marketing communications • Moving beyond the 'Standardize or Localize' debate • The drive towards integration • Advertising • Public relations • Direct-response Marketing • Sponsorship • Exhibitions and trade fairs • Planning for online communications Answer question in R1 Debrief Round 4	2,4	Chapter 11 R1, Start Round 5
6	Managing supply chain and distribution	<ul style="list-style-type: none"> • A new approach to managing supply chains and distribution • Factors affecting global supply chain decisions • Collaboration in the supply chain • Developing market-responsive supply chain strategies Analyze R2 Debrief Round 5	2,4	Chapter 12 R2, Start Round 6
7	Global pricing and terms of access	<ul style="list-style-type: none"> • Factors affecting global pricing decisions • Pricing strategy • Specific price approaches • Price adaptation • Price changes • Special issues in global price setting • The export order process • Special trade terms in exporting • Export documentation • Building Competitive Advantage Debrief Round 6	2,4	Chapter 14 R3, Start Round 7
8	Sales force Management and	<ul style="list-style-type: none"> • Cultural impact on international sales force management 	3,4	Chapter 15 Case 1

	Negotiation	<ul style="list-style-type: none"> • Developing customer-oriented personal selling • Sales negotiations and the effect of culture • Preparing for selling and negotiating • The transactional sales negotiation process • The relationship approach to sales negotiation • Ethical considerations in global negotiations • The role of training <p>Case 1: Unilever's Butter-Beater: Innovation for Global Diversity, HBS Case Debrief Round 7</p>		(9-698-017) R4, Start Round 8
9	Organizing and controlling global marketing operations	<ul style="list-style-type: none"> • Planning for global marketing • Global control mechanisms • Organizing for global marketing • Issues in global organizational structures <p>Automobile (A) & (B), HBS cases Debrief Round 8</p>	3,4	Chapter 16 Case A & B (9-795-100 & 101) Marketing plan report R5
10		Present Team reports		
11	Final Examination (Comprehensive)			

Educational Resources

Educational Resource	Description
Text Book required	Global Marketing Management, Changes, New Challenges, and Strategies by Kiefer Lee and Steve Carter, 2 nd Edition, Oxford University Press, 2009, ISBN 978-0-19-923942-9
Supporting Reading:	<p>Blue Ocean Strategy; How to Create Uncontested Market Space and Make the Competition Irrelevant. W. Chan Kim, Renee Mauborgne, ISBN: 1591396190</p> <p>R1: "The New World Disorder" by Nicolas Checa, John Maguire and Jonathan Barney, <u>Harvard Business review</u>, August 2003, pp 71 – 79 (Reprint R 0308E)</p> <p>R2: "Managing the Right Tension" By Dominic Dodd & Ken Favaro; <u>Harvard Business review</u>, December 2006, pp 62-74</p> <p>R3: "Building Competitive Advantage through Global Networks of Capabilities", Andrew Bartness & Keith Cerny, <u>California Mgmt Review</u>, Winth 1993, 35 (2): pp 78-103</p> <p>R4: "Unleash Innovation in Foreign Subsidiaries", by Julian Birkinshaw & Neil Hood, <u>Harvard Business Review</u>, March 2001, pp 131-137 (Reprint R0103J)</p> <p>R5: "Distance Still Matters": The Hard Reality of Global Expansion, Pankaj Ghemawat, HBS, September 2001, (Reprint R0108K)</p>