

**HAIFA UNIVERSITY  
FACULTY OF MANAGEMENT  
COURSE: INTERNATIONAL MARKETING STRATEGY**

**INTERNATIONAL MBA + GLOBAL GREEN MBA PROGRAMS**

Professor: Dr. Kim Weaver  
Room: 501 Jacobs  
tel: 04-828-8292  
email: [klivnat76@gmail.com](mailto:klivnat76@gmail.com)  
office hours: by appointment

**COURSE DESCRIPTION**

Marketing has been defined as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (American Marketing Association, 2013). In this course, we will explore the art and science of marketing by building upon our understanding of core marketing concepts to begin to think strategically about marketing. While many fundamentals of marketing strategy are relevant to both domestic and international contexts, we will additionally explore cases where international strategies are of particular relevance.

**OBJECTIVES**

1. Analyze marketing situations and make decisions.
2. Use case studies and real world examples to analyze real-world marketing problems and extract principles from those specific instances that can be applied to novel strategic marketing problems.
3. Understand how to create solid and compelling marketing plans

## LEARNING METHODS

We will use a variety of case studies, in class examples, and real world marketing problems to review, reinforce, and build on the theories and principles of marketing management with an eye toward developing marketing strategies and specifying specific marketing tactics to meet business goals and objectives.

## READING MATERIALS

### Readings

Readings for class will be posted on the course Moodle website the week before class. Students should do the reading for each week *before* the class session in order to be prepared to discuss the material in class.

### Class notes

An outline for the class notes will be made available on the course website the day before each lecture. These notes are designed to give you a framework to keep track of some of the main ideas and terms presented in class. They are not meant to be exhaustive and are not a substitute for class attendance and careful and thoughtful note-taking and discussion during class.

## GRADING

<b>Attendance and participation:</b>	10%
<b>Case summaries:</b>	20% (three 6.67% each)
<b>Case presentation:</b>	10%
<b>Group project + presentation:</b>	60%

### Class attendance and active participation

Class attendance and participation is an important component of this course. Your thoughtful contributions to class discussion and constructive responses to others' discussion points are particularly important. Students are expected to do the assigned readings before class and come ready to discuss them. The grading for this component will depend on the quality and not just quantity of contributions in class.

### Case summaries

We will be discussing several cases in class this semester. Three of these cases— Nike Football: World Cup South Africa; Coca Cola on Facebook; and Harley Davidson Brand Community—all students will read closely and prepare an assignment. If you are not able to turn in a case preparation assignment by the date on which it is due please contact me before the due date. Late assignments will not be accepted without prior approval.

### Case Presentations

In addition to the three “common cases” that everyone will be reading closely, students will also divide into groups and read and present **one additional case** from the list below. The cases in the list below are generally shorter “brief cases.”

1. L’Oreal in China: Marketing Strategies for Turning Around Chinese Luxury Brand Yue Sai
2. Branding in an Emerging Market: Strategies for Sustaining Marketing Dominance of the Largest Apparel Brand in India
3. Rosewood Hotels
4. Communispace
5. Tartans in Thailand
6. Patagonia

These additional cases will be available to all students in the class and all students are encouraged to read them before the relevant class. However, there will be NO write up assignment due for these cases. The group that is presenting a given case should focus on presenting it in an approximately 20 minute class powerpoint presentation, outlining a brief background of the company, the major strategic considerations that are being faced by the company (i.e., the topic of the case), and addressing the questions posed in advance by the instructor.

## COURSE CONTENT

<b>1</b> <b>Introduction</b>	<ul style="list-style-type: none"> <li>▪ Outline of the course</li> <li>▪ Decision making</li> <li>▪ Form groups for group project (3-4 students)</li> </ul>
<b>2</b> <b>Competitive advantage</b>	<ul style="list-style-type: none"> <li>▪ Customers</li> <li>▪ Segmentation</li> <li>▪ Brand building</li> <li>▪ Harvard Business Case: Nike World Cup South Africa</li> </ul>



<p><b>3</b> <b>Marketing plan</b></p>	<ul style="list-style-type: none"> <li>▪ Designing a strong marketing plan</li> <li>▪ Components of a marketing plan</li> <li>▪ Marketing research</li> <li>▪ Case: L’Oreal in China: Marketing Strategies for Turning Around Chinese Luxury Brand Yue Sai</li> <li>▪ Case: Patagonia</li> </ul>
<p><b>4</b> <b>Strategic positioning</b></p>	<ul style="list-style-type: none"> <li>▪ Developing marketing strategy</li> <li>▪ Strategic focus</li> <li>▪ Harvard Business Case: Harley Davidson Building Brand Community</li> </ul>
<p><b>5</b> <b>Pricing strategy</b> <b>Social media</b></p>	<ul style="list-style-type: none"> <li>▪ Pricing strategy</li> <li>▪ Stage of the product life cycle</li> <li>▪ Case: Branding in an emerging market: Strategies for sustaining marketing dominance of the largest apparel brand in India</li> <li>▪ Case: Communispace</li> </ul>
<p><b>6</b> <b>Integrated Marketing Communications</b></p>	<ul style="list-style-type: none"> <li>▪ Responses to bad publicity</li> <li>▪ Social media</li> <li>▪ Harvard Business Case: Coca Cola on Facebook</li> </ul>
<p><b>7</b> <b>Group presentations</b></p>	<ul style="list-style-type: none"> <li>▪ Group presentations</li> </ul>
<p><b>8</b> <b>International marketing strategy</b></p>	<ul style="list-style-type: none"> <li>▪ Culture</li> <li>▪ International marketing strategy</li> <li>▪ Case: Rosewood Hotels</li> <li>▪ Case: Tartans in Thailand</li> </ul>

### Course content and scheduling

**Meeting 1** (19.5.17): Introduction

**Meeting 2** (26.5.17): Positioning, Segmentation + Competitive Advantage

- **Case: Nike World Cup South Africa**

**Meeting 3** (2.6.17): Marketing Plan

- **Group Case:** L’Oreal in China: Marketing Strategies for Turning Around Chinese Luxury Brand Yue Sai
- **Group Case:** Patagonia

**Meeting 4** (9.6.17): Strategic Positioning

- **Case: Harvard Business School: Harley Davidson Building Brand Community**

**Meeting 5** (16.6.17): Pricing Strategy

- **Group Case:** Branding in an emerging market: Strategies for sustaining marketing dominance of the largest apparel brand in India
- **Group Case:** Communispace

**Meeting 6** (23.6.17): Integrated marketing communications

- **Case: Coca Cola on Facebook**

**Meeting 7** (30.6.17): Group Presentations

- **Group presentations**

**Meeting 8** (7.7.17): International marketing strategy

- **Group Case:** Rosewood Hotels
- **Group Case:** Tartans in Thailand