

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

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COURSE DESCRIPTION

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

In this class, we will review variety of case studies, in class examples, and real world marketing problems. Through these examples, we will review, reinforce, and build on the theories and principles of marketing management with an eye toward developing strategies and specifying tactics to meet business goals and objectives. We will be reading multiple Business Cases. These cases are used to provide a context for real world

strategic marketing problems that companies have faced in the past in the international marketing sphere. We will use them in an effort to practice thinking strategically about marketing and with an eye toward extracting general principles that may be broadly applicable across other cases in the future.

READING MATERIALS

Readings for class will consist of chapters from textbooks, research articles, articles from the popular press, and Business School cases. You are required to do the reading for each week *before* the class session in order to be prepared to discuss the material in class.

GRADING

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| Attendance and participation: | 10% |
| Case summaries: | 30% (10% each) |
| Case presentation: | 20% |
| Group project: | 40% |

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 requested 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 reading in full three cases in class this semester (Clorox, Patagonia, and Maersk). To help you think about and process information about the cases in advance of class, you will prepare and hand over a preparation sheet that answers the case questions (posted on Moodle) and submit it to Moodle prior to the relevant class. These will be graded on the basis of the quality of the analysis. If you are not able to turn in a case assignment by the due date please contact me beforehand. Late assignments will not be accepted without prior approval.

GROUP PROJECT

You will work with one other person in a group to develop a digital marketing strategy for a topic of your choice (including a social media component as well as a digital

strategy in general). The topic about which you will base your strategy could be a product, brand, cause, organization, or idea (e.g., increase recycling). Details will be discussed in class and outlined on a forthcoming project assignment information sheet.

CASE PRESENTATIONS

In addition to the three “common cases” that everyone will be reading closely, students will also partner with one other person to present in class an additional case focusing on international marketing strategy from the list below.

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. Godiva Japan: Think Local, Scale Global
4. Rosewood Hotels
5. Communispace
6. Tartans in Thailand

All students in the class should read these cases before the relevant class. However, there will be NO write up assignment due for these cases. The group that is presenting a specific case should present it in an approximately 30 minute class powerpoint presentation, outlining a brief background of the company and the major strategic considerations that are being faced by the company (i.e., the topic of the case).

COURSE CONTENT

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| <p>1 Introduction</p> | <ul style="list-style-type: none"> ▪ Outline ▪ Culture ▪ Formation of groups |
| <p>2 Positioning, segmentation + competitive advantage</p> | <p>Case + case assignment: The Clorox Company: Leveraging Green for Growth</p> <ul style="list-style-type: none"> ▪ Customers ▪ Segmentation ▪ Brand building ▪ Brand portfolio |
| <p>3 Strategic positioning</p> | <ul style="list-style-type: none"> ▪ Developing marketing strategy ▪ Strategic focus |
| <p>Pricing strategy Social media</p> | <p>Case + case assignment: Patagonia</p> <ul style="list-style-type: none"> ▪ Pricing strategy ▪ Stage of the product life cycle ▪ Unique value proposition |
| <p>5 Marketing plan</p> | <ul style="list-style-type: none"> ▪ Designing a strong marketing plan ▪ Components of a marketing plan ▪ Marketing research |
| <p>6 International marketing strategy</p> | <p>Case + case assignment: Maersk Line: B2B Social Media—“Its Communication, Not Marketing”</p> <ul style="list-style-type: none"> ▪ International marketing strategy |
| <p>7 Metrics, evaluation</p> | <ul style="list-style-type: none"> ▪ Innovating new value using growth strategies ▪ Using customer lifetime value models to make strategic decisions ▪ Product line management |
| <p>8 Presentations of group projects</p> | <ul style="list-style-type: none"> ▪ Group presentations will occur in scheduled meetings with the instructor |



Summary

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| Meeting 1 (13.7.18) | Introduction; culture; brand communities |
| Meeting 2 (20.7.18) | Positioning, segmentation, and competitive advantage *CLOROX CASE DUE |
| Meeting 3 (27.7.18) | Strategic positioning |
| Meeting 4 (3.8.18) | Pricing strategy; social media *PATAGONIA CASE DUE *L'Oreal in China case presentation |
| Meeting 5 (10.8.18) | Marketing plan *Apparel in India case presentation *Rosewood case presentation |
| Meeting 6 (17.8.18) | International marketing strategy *MAERSK LINE CASE DUE * Godiva in Japan case presentation *Tartans in Thailand case presentation * NOTE this session starts at 9:45-2:00 |
| Meeting 7 (24.8.18) | Metrics, evaluation of strategy |
| Meeting 8 (by appointment) | Presentation of group project on developing a digital marketing strategy with instructor |

*Notes: Classes during the last week in August are cancelled so the make up class will occur via starting early on 17.8 (at 9:45) + individually scheduled meetings with instructor