



Global Marketing Strategy

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SHORT COURSE DESCRIPTION

The aim of the course is to provide a comprehensive introduction to contemporary global marketing strategy. The participants learn how to analyze complex business situations such as competition between global brands, identify underlying problems and decide on courses of actions to help brands to gain competitive advantages. The students learn the concepts of modern global marketing management practices during lectures, class discussions, simulation and term project. Application of the concepts becomes the focus of marketing simulation and term project.

READING MATERIALS

All readings will be announced later prior to the beginning of the class. Some of them will be provided in advance in PDF form.

COURSE REQUIREMENTS AND GRADING

Several types of assignments have been prepared to achieve the learning goals of this course. For successful completion of this course, it is required that students complete all of them. There are two team-based assignments, for which students will work in a team consisting of 3-6 students, depending on the overall class enrollment, the marketing simulation and battle of rival brands. Grading rubrics for assignments will be provided later in class.

1) Battle of brands: This assignment is intended to provide teams with an opportunity to apply concepts from the course to assess and make recommendations regarding a “real” brand battle. A complementary outcome is

the opportunity to explore marketing management as practiced by some of the world’s best marketing organizations. In this assignment, you will analyze one of two rivals in an industry focusing on its competitive advantage comparing to the rival brand. Your analysis will include evaluation of 5Cs (consumer, company, competition, context) and marketing strategy (STP and 4Ps). You will also analyze whether the brand has been successfully competing against the rival or not providing reasons for the success (or failure), which will be followed by recommendation in terms of gaining competitive advantage. For this assignment, teams responsible for two rival brands in an industry (e.g. Apple and Samsung in the smartphone industry) will make a presentation at the same day. After both presentations, each team will further discuss whether and why its team has an advantage in the competition over the other brand. In the meantime, those who do not present on the day will be carefully listening and evaluate which team is more persuasive and presented better. Pairs of competing brands will be announced later.

2) Marketing Simulation (Marketplace): Students will also participate in marketing simulation game that is intended to help students to experience strategic marketing decision making process in a global market. Teams will be assigned by the end of second class session. You will (1) set marketing and financial objectives, (2) develop strategies to achieve those objectives, and (3) implement your strategies with appropriate tactical decisions. You are required to submit a one-page memo for each decision round where you explain the rationale for your decisions.

During the last week of the semester, team members will fill out a **Team Evaluation Form** in which they will confidentially evaluate the contribution of their colleagues excluding themselves to prevent the free

riding. Individual grades for the simulation and battle of brands assignments will be derived from the team grade and the peer evaluation.

Evaluation: Students will be evaluated based on their performance on the following items as follows:

- Attendance and Participation: 15%
- Battle of Brands: 20%*
- Marketplace Simulation: 30%* (Memo: 10%; Simulation outcome: 10%; Presentation: 10%)
(*this will be adjusted based on peer evaluation)
- Exams: 35% (Exam 1: 15%; Exam 2: 20%)

Participation and attendance: Participation in this course is defined as broadly as possible. It includes not only in-class attendance, behavior and participation, but also several other things such as active cooperation to teamwork and excellence in assignments. Active class participation by students is an essential part of the learning experience in the course. Class participation provides students with the opportunity to develop oral communication skills, the capacity to think logically and react quickly under pressure. Your participation in teamwork will be evaluated by your team members at the end of the course. Your grade on team elements of the course and participation credit will be significantly lowered if there is any evidence indicating free-riding in peer evaluation. Active participation in the discussions will contribute to the participation grade. Note that you are required to attend at least 80% of all class sessions with no exception. Failure to meet this requirement will result in fail in the course.

COURSE SCHEDULE (tentative)

– WEEK I –

Thursday (24 June)

Overview of the course
Introduction to global marketing strategy

Friday (25 June)

Understanding global market
Customer management
Introduction to Marketplace simulation
Team formulation

– WEEK II –

Monday (28 June)

Strategic marketing process
Practice on Marketplace simulation

Tuesday (29 June)

Collecting data for marketing research
Project workshop

Wednesday (30 June)

Exam 1

Thursday (1 July)

Competitive marketing strategy
Marketplace quarter 1 decisions

Friday (2 July)

First mover versus early entrant advantage
Marketplace quarter 2 decisions

– WEEK III –

Monday (5 July)

Positioning for growth
Marketplace quarter 3 decisions

Tuesday (6 July)

Strategic brand positioning
Competitive brand management in global market
Marketplace quarter 4 decisions

Wednesday (7 July)

Product management strategy
Product line and lifecycle strategy
Marketplace quarter 5 decisions
Presentations on battle of brands

Thursday (8 July)

Promotion Strategy
Digital marketing communications strategy
Marketplace quarter 6 decisions
Presentations on battle of brands

– WEEK IV –

Monday (12 July)

Pricing strategy
Distribution Strategy
Presentations on battle of brands

Tuesday (13 July)

Exam 2

Wednesday (14 July)

Marketplace simulation wrap-up
Marketplace final presentation preparation

Thursday (15 July)

Marketplace final presentations
Class wrap-up