



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2023

An In-depth Look at the Role of Culture in Global Marketing

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SHORT COURSE DESCRIPTION

In this course, you will learn how to develop a global marketing strategy based on different cultures. In particular, you will learn important concepts covered in marketing, such as value, insight in global markets, branding, consumer strategy, and communication. The course has a learning method of applying important theories in marketing through case studies of actual global companies. In addition, you can expand your global marketing knowledge by covering the latest marketing topics such as sustainability, ESG, and AI marketing in the course.

The biggest advantage of this course is that you can learn marketing strategies related to various cultures through case studies of global companies in the United States, Europe, Asia, and Korea. Furthermore, in class, students will select a company (or brand) that they want to analyze, and I will carefully guide them through marketing research, experimentation, and marketing strategy formulation. By the end of the course, students will be able to analyze a company's marketing activities and strategies at an expert level, as well as develop their own marketing strategies, brand strategies, and communication strategies.

READING MATERIALS

All materials covered in class will be uploaded as PDF files.

COURSE REQUIREMENTS AND GRADING

The most important thing in this course is that students should be able to criticize and analyze the marketing strategies of real companies and propose new strategies through the marketing theories learned in the class. Therefore, we will conduct projects to establish marketing strategies by individuals or teams. In addition, since we will cover case studies of global companies in the class, we will also evaluate the case analysis of global companies and class participation.

The evaluation of this class is pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass).

- 1) Individual score- 50%.
 - Class Participation (Discussion and Critique) 20%
 - Analyze the marketing strategy of a global company 10%
 - Midterm examination 20%
- 2) Group score- 50%.
 - Team project presentation and paper submission 40%
 - Peer evaluation 10%

Attendance Policy

SKKU regulations require students to attend at least 80% of all classes. Therefore, 3 absences will result in an automatic F.

COURSE SCHEDULE

– WEEK I –

Monday (26 June)

Defining Marketing for the New Realities

- The value of Marketing
- The scope of Marketing

- Core Marketing Concepts
- The New Marketing Realities
- How does marketing affect customer value?

Tuesday (27 June)

Developing Marketing Strategies

- Marketing and customer value
- Corporate and division strategic Planning
- Creating innovative Marketing
- Business Unit Strategic Planning

Wednesday (28 June)

Conducting Marketing Research

- The scope of marketing research
- The marketing Process
- Conducting informative Focus groups
- Marketing Questionnaire

What steps are involved in conducting good marketing research?

Global marketing case study: Tesla (US)

Thursday (29 June)

Creating long-term loyalty relationships

- Building Customer Value, satisfaction and loyalty
- Maximizing customer lifetime value

What is the lifetime value of customers, and how can marketers maximize it?

Global marketing case study: IKEA (Sweden)

– WEEK II –

Monday (3 July)

Creating long-term loyalty relationships

- Calculating customer lifetime value
- The behavioral targeting controversy

How can companies attract and retain the right customers and cultivate strong customer relationships and communities?

Global marketing case study: Blabla car (France)

Tuesday (4 July)

Analyzing consumer markets

- What influences consumer behavior?
- key psychological processes
- The power of sensory marketing
- The buying decision process: the five-stage model
- Behavioral Decision Theory and Behavioral Economics

Global marketing case study: Tencent (China)

Wednesday (5 July)

Mid-term exam or Group presentation

Thursday (6 July)

Analyzing Business Markets

- What is Organizational Buying?

- Participants in the Business Buying
 - The Purchasing/ Procurement process stages in the buying recognition
 - Developing effective B TO B
- Global marketing case study: Samsung (South Korea)

– WEEK III –

Monday (10 July)

- Identifying Market Segments and Targets
- Bases for segmenting Consumer Markets
 - How Should Business Markets be Segmented?
- Effective Segmentation Criteria
- Market Targeting
- How Should Business Markets be Segmented?
- Global marketing case study: Hyundai (South Korea)

Tuesday (11 July)

- Crafting the Brand Positioning
- Developing a Brand Positioning
 - Choosing a Competitive Frame of Reference
 - Establishing a Brand Positioning
 - Alternative Approaches to Positioning
- What is the “Brand Positioning” concept?
- Global marketing case study: Amazon(US)

Wednesday (12 July)

- Communicating Value
- The role of Marketing Communication
 - Marketing Communications Mix
 - AI Marketing
- Global marketing case study: Deep mind (AI)

Thursday (13 July)

- Developing Effective Communications
- Managing the Integrate Marketing

What is the most effective way of marketing communication?

– WEEK IV–

Monday (17 July)

- Managing Digital Communications: online, social Media, and mobile
- Global marketing case study: Facebook & Instagram

Tuesday (18 July)

- ESG Marketing
- Global marketing case study: US/EU

Wednesday (19 July)

- Final group presentation

