

National Research University - Higher School of Economics

Faculty of World Economy and International Affairs

Course Syllabus and Description

International Marketing

Master of International Business Program

38.04.02 Management

Authors: Maxim Shevchenko, Vyacheslav Buyevskiy

The Program cannot be used by other departments of the University and other universities without prior permission from the Program authors' department.

Moscow 2016

International Marketing

COURSE DESCRIPTION

Pre-requisites:

World Economy

International Relations

Foundations of Managerial Economics

Prior coursework in / exposure to core marketing terminology and principles is required as the course builds upon these fundamentals. Fluency with the basic principles and skill sets developed in consumer behavior and market research are highly recommended as the course work consistently leverages this knowledge base.

Course type: compulsory

Abstract: The core philosophy, principles and frameworks of marketing, and the managerial functions of marketing within an organization, are examined as an integrated business discipline designed to effectively achieve an organization's goals in the context of international consumer and competitive environments, where companies must operate.

LEARNING OBJECTIVES AND OUTCOMES

This course is concerned with the development, evaluation and implementation of marketing management in complex environments. The course deals with an introductory, yet in-depth analysis of a variety of concepts, theories, facts, analytical procedures, techniques and models.

After completing this course, you will understand the elements and the role of the marketing function within organizations. A broad overview of major aspects of marketing will be covered. This includes, but is not limited to, consumer behavior, marketing research, market segmentation, competitive analysis, product design, branding, pricing, and advertising/promotional strategy.

By the end of the course students should be able to demonstrate the following skills:

International Marketing:

- Become familiar with basic marketing concepts and terminology

- Be able to apply standard marketing frameworks and tools to identify business opportunities, evaluate the market and competition, and formulate marketing and product launch recommendations.
- Be able to convert a market / consumer opportunity into a product or service offering idea.
- Develop strategies and integrated marketing plans for a product launch or market / category entry
- Understand of the basic psychological principles of consumer behavior
- Understand of decision-making processes related to marketing strategy and how these decisions relate to other business units within an organization
- Understand of the larger social and ethical implications of marketing decisions

General business management:

- Work in a multifunctional, multicultural team, typical in today’s multinational company environment on a joint project
- Provide management with basic marketing analysis and structured recommendations
- Effectively communicate the ideas, plans and recommendations to management or external stakeholders via standard PowerPoint face-to-face presentations.

COURSE PLAN

Topic	Lectures	Seminars	Total class hours	Self study hours	Total hours
Introduction. International Marketing:					
Definition and Role in Organization	2	2	4	6	10
Opportunity analysis: market selection and competitive analysis in international business					
	2	2	4	10	14
Understanding the consumer: market segmentation; Consumer Value Equation; insights generation.					
	2	2	4	10	14
Positioning a product / service:					
Principles and Basic Models	2	2	4	10	14
Positioning: Advanced Frameworks	2	2	4	10	14
Effective Business Presentation:					
Mid-term Team Presentations	0	6	6	16	22

Product design and portfolio management	2	2	4	10	14
Pricing and distribution	1	3	4	10	14
Branding and brand management	1	3	4	10	14
Advertising and Communication	1	3	4	12	16
Integrated marketing planning	2	4	6	12	18
Effective Business Presentation:					
Final team presentations	0	8	8	18	26
Total hours	17	39	56	134	190

READING LIST

International Marketing: Analysis and Strategy. – 4th Edition / by Onkvisit, Sak and John Shaw. Routledge. ISBN: 978-0415311335

Marketing. – 4th Edition / Dhruv Grewal, Michael Levy. McGraw-Hill Education by ISBN-13: 978-0078029004

Positioning: The Battle for Your Mind / by Al Ries and Jack Trout. McGraw-Hill Education. ISBN-13: 978-0071373586

Creative Strategy in Advertising. – 9th Edition / by Bonnie L. Drewniany, A. Jerome Jewler. Cengage Learning. ISBN-13: 978-0495095699

Ogilvy on Advertising / by David Ogilvy. Vintage. ISBN-13: 978-0394729039

Cases are provided by the instructors.

GRADING SYSTEM

Current testing grading has 10 ranks and all forms of activity are valued according to this scale.

Group case is valued according to students' activity and following marketing strategy logic, also it should cover all questions asked.

It is advisable to make a presentation according to a given template.

The final course grade will be calculated as a weighted sum of the below core elements:

20% - course participation

20% - attendance

60% - team project

GUIDELINES FOR KNOWLEDGE ASSESSMENT

The course is designed to maximize practical applicability and real-life application of core international marketing concepts and frameworks. We will therefore avoid a strict lecture environment, and rather conduct a significant part of the course in the framework of business meetings, presentations and discussions in-class, and focused teamwork during out-of-class preparation.

Participation: Class participation is an important component of your grade. We will consider both the quality and quantity of your contributions to our class. Please notify us in advance if you must miss a class.

Attendance: Considering the pace of coursework, and the interdependence of students in the close teamwork environment, attendance (both in class and in independent team meetings) is critical.

Team Project: Toward the goal of helping you “learn by doing,” we will be working in business teams throughout this semester (very similar to real-life multifunctional business teams developing and executing marketing plans in today’s multinational corporations). Each team will select a challenging business/ marketing project, and will consistently work to apply knowledge and tools acquired in class to develop, validate and present a full-scale marketing plan addressing that business / marketing challenge. You will be expected to turn in and present a number of assignments related to this project throughout the semester and then generate a complete marketing plan for the product. Deliverables related to the marketing plan will be 1) a written report and 2) a professional presentation to the “upper management” or a “group of investors” by the team.

About the instructors:

Maxim Shevchenko is currently Marketing Director for Russia & Eastern Europe in Kimberly-Clark Corporation (a Fortune 200 multinational FMCG company). He worked and lived in Russia, the United States, Switzerland, England, Belgium and Belarus. He earned a U.S. MBA degree in 2001, and was inducted into Beta Sigma Gamma, the U.S. National Honor Society for Business Administration. Maxim has had over 17 years of international marketing experience, incl. with top global brands and Fortune 200 companies. In his business career, he has established a strong track

record delivering superior growth results, and business turnaround cases. Maxim has led teams to step-change business growth, market share and profitability. His and his teams' work recognized professionally by five EFFIE Awards (highest international award in marketing and brand-building) and two Silver Mercury Awards (the biggest Russian award in advertising and marketing).

Vyacheslav Buyevskiy is a Director in PwC Strategy & Operations practice.

Vyacheslav's main field of expertise is related to Marketing and Sales in retail and FMCG industries, where he focuses on marketing strategy, shopper behavior, product management and growth strategies. Apart from Russia, he worked and advised clients on Marketing and Sales strategies in United States, Germany, Norway, Poland, Ukraine and Kazakhstan in as diverse range of industries as Banking, FMCG, Retail, Pharmaceuticals, Telecom, Metals and Media.

Prior to PwC, he led consulting unit of IMS Health – world's leading Pharmaceutical Marketing Research consulting and worked at McKinsey & Company where he was part of Marketing & Sales expert group.

Before joining consulting he was a Brand Manager and Marketing Researcher at P&G, managing one of the largest FMCG brands in the country. Vyacheslav holds summa cum laude B.A. in International Economic Relations from Kharkiv National University and did advanced graduate studies in Social and Industrial Psychology at New York University and is an expert in cognitive and behavioral research design and statistical analysis.