National Research University - Higher School of Economics

Faculty of World Economy and International Affairs

Course Syllabus and Description

International Marketing Strategies

Master of International Business Program

38.04.02 Management

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International Marketing Strategies

The Course is available for MIB students only

COURSE DESCRIPTION

Pre-requisites:

International Marketing

International Business Research

Principles of Accounting

International Corporate Finance

At minimum, student should be able to read and interpret a corporate annual report with P&L. Course assumes knowledge of basic concepts in Marketing Management, Marketing Research, basic Corporate Finance, Excel Modeling, PowerPoint presentation/ report writing.

Course type: elective

Abstract: Launching or expanding a product or service into a new territory is a highly common task in current business environment and there is a reasonable assumption that many students might face these tasks already within a year from graduation. Business expansion projects follow predictable patterns and many common best practices have been identified and are currently being deployed. Most of these best practices are learnable in academic environment and early exposure of students to these best practices will better prepare them for future career. Regardless of the role they are going to take in the future employer, member of the frontline execution team or support personnel, they will benefit from knowing how business is grown.
This course will be of interest to anyone who is planning to work for a multinational company, launching, expanding and managing products into a new market. Beyond giving a broad overview of common business practices in product launch and specifics of working with multiple markets, the course will focus on practical operational skills required for independent launch of a multinational brand on a new market.

LEARNING OBJECTIVES AND OUTCOMES

Provide the graduating class of students with hands-on, practical experience in assisting a typical marketing, research or sales team in planning and executing business expansion initiative.

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

General business management

- Work in a typical team in a multinational company on a joint project

- Run basic independent open-source data collection on a target market
- Provide management with basic data analysis and structured recommendations
- Put together a basic business report in a common modern PowerPoint format

International marketing strategies

- Be able to assess at high level which market entry mode is suitable for a specific product and market
- Analyze unknown product market for size, structure, dynamics, key trends, barriers, opportunities and differences from a known market
- Assess high-level market's attractiveness and recommend market entry
- Estimate basic product sales volume targets

COURSE PLAN

Part I: Basics

Module 1: Course overview and logistics

Module 2: Review on business strategy and marketing role in it

Guest speaker: Management Consultant with examples of strategy work and role of marketing in them

Module 3: Core marketing strategies

Guest speaker: Marketing manager with examples of local product management practices

Module 4: Difference between international and domestic marketing strategies

Guest speaker: Marketing executive who worked in a global role, managing products across multiple countries

Module 5: Market entry planning and modelling best practices

Guest speaker: Management consultant with extensive experience in market entrance strategies

Part II: Best practices in market entrance

Module 6: Market selection and sizing

Module 7: Understanding consumer

Module 8: Selecting or designing product for launch

Module 9: Go-to-market strategy

Module 10: Communication mix

Module 11: Financial decision making

Module 12: Putting it all together: final team projects presentations

Guest jury: a panel of 2-3 guest executives with relevant roles to judge team presentations, plus 1-2 academics from the university to evaluate the academic robustness of the findings.

Hours split

Topic	Lectures	Seminars	Total class hours	Self study hours	Total hours
Course overview and logistics	2	2	4	10	14
Review on business strategy and marketing role in it	1	3	4	8	12
Core marketing strategies	1	1	2	8	10
Difference between international and domestic marketing strategies	1	1	2	8	10
Market entry planning and modelling best practices	1	1	2	8	10
Market selection and sizing	1	1	2	8	10
Understanding consumer	1	3	4	8	12
Selecting or designing product for launch	1	3	4	8	12
Go-to-market strategy	1	3	4	10	14
Communication mix	1	3	4	10	14
Financial decision making	1	3	4	10	14
Final team projects presentations	0	4	4	16	20
Total hours	**12**	**28**	**40**	**112**	**152**

READING LIST

Onkvist, S., Shaw, J. (2008). *International Marketing: Strategies and Theory*. Routledge. 5 edition. ISBN 0415772621

Schnaars, S.P. (1997) *Marketing Strategy*. Free Press. 2 Rev Sub edition. ISBN 0684831910

HBR cases – tbd

Peer reviewed journal articles – tbd

GRADING SYSTEM

10% - course participation

20% - mid-term quiz

20% - final quiz

50% - team project

GUIDELINES FOR KNOWLEDGE ASSESSMENT

Chronologically the course is going to be structured along the market entrance and product launch phases. It will start with reviewing the basics of International Marketing and learning from industry veterans common business practices and challenges. The meetings are going to run in a series of interactive discussions with the instructor, guest speakers. In the second half of the project Students will work in groups of 4-6 people imitating a product launch team. Teams will select an existing product and a target country and will run a mini project designing, aligning and defending a market entrance plan before a board. The classes will focus on presentations of own findings and discussions with other teams, imitating stages of real product planning cycle meetings and business reviews.

Instructor

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 behaviour, 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 lead consulting unit of IMS Health – world's leading Pharmaceutical Marketing 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 behavioural research design and statistical analysis.