

MNGT-E2013 Strategic Marketing in Global Context (6 cr)

SYLLABUS

Instructors' contact information	Course information
Professor Hannu Seristö Email: hannu.seristo@aalto.fi	Status of the course: M.Sc. degree, advanced studies, Global Management Programme course, CEMS elective course.
Teaching assistant Doctoral student Emilia Eräpolku Email: emilia.erapolku@aalto.fi	Academic Year, Period: 2023-24, III Location: Tuesdays V002 (School of Business), Thursdays U149 / U6 Konecranes Hall (Otakaari 1) or AS1 (Maarintie 8, i.e. TUAS building). N.B. changes possible, check for updates on MyCourses! Language of Instruction: English Course Website: https://mycourses.aalto.fi/course/view.php?id=40758

1. OVERVIEW AND LEARNING OUTCOMES

The key objectives of the course are:

- to learn the frameworks and tools to analyze global markets
- to learn the role of marketing in a company global strategy
- to learn the opportunities and risks in marketing when doing business globally
- to assess various alternative global marketing approaches and modes, and
- to learn to plan marketing activities globally, and to learn the key issues in implementation.

The learning outcomes include:

- enhanced awareness of differences in global business and market environment
- ability to analyze markets and plan global marketing activities
- understanding of the dynamics and suitability of various marketing approaches for different global market environments, including the adaptation issues
- understanding of the related ethical and social responsibility issues.

The professor responsible for the course is Dr. Hannu Seristö, Professor of International Business at the Department of Management Studies. Professor Seristö will be supported by doctoral student Emilia Eräpolku (M.Sc. Econ.). Guest lecturers from the industry will provide further insights on applying theory and frameworks to practice.

2. CONTENT

The course provides a theoretically grounded overview of developing and implementing global marketing strategies. Globalization and the recent changes in firms' global operating environment and the need to adjust firms' marketing due to these changes are addressed. The course covers key concepts and principles of marketing - emphasizing the opportunities and challenges brought about by the global dimension - including decisions on the fundamentals of product, pricing, distribution, and promotion. Attention is also paid to themes such as the impact of politics and trade barriers, and the role of partnerships.

The purpose of the course is to a) present the most important forces affecting global marketer of today, b) assess various global marketing strategies and the components of global marketing, and c) present the ways to organize, coordinate, and control global marketing activities. The benefits for the participant comprise the ability to enhance the quality of global or international marketing efforts while being aware of the cost and risk factors involved.

The main contents of the course are: global business environment, globalization, disruptions, marketing's role in doing business globally, global marketing strategy, the marketing mix in global context; coordination and control, digitization, adaptation, branding, B2B in global dimension, marketing partnerships.

The topics of the lectures include:

- Marketing and strategy fundamentals
- Global economy and markets, globalization
- Global competition
- Foreign market entry modes
- Partnering for global markets
- Product decisions, adaptation, pricing and distribution in foreign markets
- Special topic: global luxury markets and marketing
- Impact of digitalization on marketing
- Sustainability and CSR in global marketing.

3. ASSESSMENT AND GRADING

Individual or pair assignments (40%) and the team assignment (49%) completed during the course, and attendance in class sessions (10%) will comprise most of the overall course grade. The remaining 1% is for giving course feedback via the School's standard system. There is no final exam for this course. You must obtain a combined score of **at least 50 points** and **submit the assignments** to receive credit for the course.

Grading (100 points max):

- 90 – 100 = 5 - Excellent
- 80 – 89 = 4 - Very good
- 70 – 79 = 3 - Good
- 60 – 69 = 2 - Very Satisfactory
- 50 – 59 = 1 - Satisfactory
- 0 – 49 = 0 - Failed

All assignments must be submitted on time. Late submission will lead to a deduction in points. An extension on an assignment will be granted only under exceptional circumstances, and only if the extension is agreed on in advance.

4. ASSIGNMENTS

Individual or pair assignment comprises of two reflection essays. For this assignment, student (or a pair) chooses two (2) articles from the reading list to write reflection essays on. In other words, one reflection essay per article. In the reflection essay the student (or the pair) a) briefly summarizes in student's own view the key lessons of the article, and b) based on the student's personal experience and/or expectations reflects on the value and applicability of those lessons. In the essay, it is also valuable to demonstrate critical and analytical thinking by providing possible critique for the article or by applying the findings to a setting that is relevant to the student. The reflection essays will be assigned at intervals through the course. Each reflection essay is worth a maximum of 20 points. The maximum number of pages in an essay is four (4) when done individually, six (6) when done in pairs.

One team project will be assigned as the main course project. The team projects are live cases on a company of the teams' own choice. There may also be an option for a 3-member team to choose working on a global marketing topic provided by L'Oreal within their global Brandstorm competition. Further details on this option will be updated later on the course's MyCourses site. For the regular team assignment, students will be divided into teams of 5 students. Students can propose their own teams before the start of the course, but the teams will be finally formed in the first session. For the case project assignment, the teams need to create a PowerPoint slide deck in which they report their analysis and suggestions. At the final presentation the students present a short version of the PowerPoint slide deck report as an executive summary of their team work.

All assignments must be submitted and the final case presentation made in order to get a final grade for the course. General feedback on the reflection papers is discussed in the lecture sessions. Students have the opportunity to receive detailed personal feedback, either in person or online, outside of lecture hours. Similarly, feedback discussion on the case assignment is arranged with a team, if wished, on an agreed date approximately a week after the final session of the course.

Class attendance and active participation are considered integral parts of learning. Attendance and participation in class discussions are expected of all students. Attendance in all sessions yields the maximum of ten (10) points. Students are also expected to be on time in classes.

5. READINGS

A collection of articles is assigned. As the discussions in the lecture sessions build on the assigned literature, it is expected that students familiarize themselves with them in advance to be able to contribute to the class discussion. In addition, students will build the reflection paper assignments on the required readings.

Articles

- Armstrong, S., Esber, D., Heller, J., Timelin, B. (2020). Modern marketing: What it is, what it isn't, and how to do it. McKinsey & Co. Online article, March 2, 2020.
- Batat, W. (2022): Why is the traditional marketing mix dead? Towards the "experiential marketing mix" (7E), a strategic framework for business experience design in the physical age. *Journal of Strategic Marketing*, online article, 11 October 2022.
- Kozlenkova, I., Lee, J.-Y., Palmatier, R. (2021): Sharing economy: International marketing strategies. *Journal of International Business Studies*. Vol. 52, issue 8. October 2021. Pages: 1445 – 1473
- Davenport, T., Guha, A., Grewal, D., Ascarza, E., Ross, M., Hardie, B., Mela, C., Cooper, B. (2021): AI-Powered Marketing. Harvard Business Review article collection. 19 pages. product # R2104B-PDF-ENG.

- Rodriguez-Vila, O., Bharadwaj, S., Morgan, N. A., Mitra, S. (2020). Is your marketing organization ready for what's next? HBR, Nov-Dec 2020.

6. COURSE SCHEDULE – PLEASE SEE THE COURSE WEBSITE IN MYCOURSES

7. COURSE WORKLOAD

Contact teaching	30h
Independent team work and presentation	80h
Individual work	50h
Total	160h (6 ECTS)

8. ETHICAL RULES

Please see the Aalto University Code of Academic Integrity and Handling Thereof:

<https://into.aalto.fi/display/enregulations/Aalto+University+Code+of+Academic+Integrity+and+Handling+Violations+Thereof>

We would also like to remind that self-plagiarism (autoplagerism) is still plagiarism. "Recycling" old assignments from prior courses is not allowed.

9. OTHER ISSUES

ATTENDANCE: Much of the learning occurs via discussions and small team exercises during the class sessions. Therefore, regular class session attendance is expected of all students, and 10% of the points accrue from the attendance in class sessions.

All relevant course material (lecture slides, assignments, grades, etc.) will be published on the course webpage in MyCourses, which will serve as the primary online learning environment for the class. In MyCourses forum you will be able to (if you wish) discuss topics and themes related to the course, share interesting links, find a team for the team assignment, and get to know your classmates.