

# 26E00800 Global Marketing Management (6 cr)

## SYLLABUS 2019

January 20<sup>th</sup>, 2019

*NB! Course syllabus is subject to minor changes e.g. related to guest speakers*

Instructor's contact information	Course information and status
Name: Dr. Paula Kilpinen E-mail: paula.kilpinen@aalto.fi Office Hours: Upon agreement Availability: After class Aalto People/Instructor's Webpage	<ul style="list-style-type: none"><li>• Management and International Business (DR2013): elective course</li><li>• CEMS-course</li><li>• Advanced specialization studies</li></ul> <p><b>Academic Year</b> 2019-19, Period III Spring 2019; Tuesday 9:15-11:30 &amp; Friday 9:15- 11:30 <b>Location</b> Main Building A-401 <b>Language of Instruction</b> English <b>Course Website</b> <a href="https://mycourses.aalto.fi/course/search.php?search=26E00800">https://mycourses.aalto.fi/course/search.php?search=26E00800</a></p>

### 1. OVERVIEW

Global Marketing Management is a 6 ECTS Master's level course at the Aalto University School of Business where student teams apply their accumulated knowledge in a business project. During the course leading experts in marketing will provide insights and a set of tools to tackle the project. This course provides an opportunity for students to apply international business and marketing concepts to real-life situations in international companies through practice-oriented and project-based learning.

Project teams of 3 students will tackle broad and comprehensive (combining for instance marketing, legal, and financial aspects) company challenges related to e.g. internationalization, new product launch, corporate communication and international marketing planning. The course consists of project work and supporting seminars and will last approximately one academic semester. The course is conducted in collaboration with an external partner and guest speakers. As part of the course, students have the opportunity to participate in L'Oréal's international Brandstorm competition.

## 2. PREREQUISITES

Master's level course.

## 3. LEARNING OUTCOMES

The course is practice-oriented. Upon completion of the course, students should know how to:

- prepare a global product launch and marketing campaign
- analyse market-and customer-related data
- collaborate in culturally diverse teams
- communicate effectively in an international setting
- make a competitive presentation (written and oral)

The winning team from the Aalto Campus will have a chance to present their project in the Nordic finals, with a possibility to win a trip to the World finals in Paris.

## 4. ASSESSMENT, GRADING, EXAM FEEDBACK

Final project report and its presentation 80%, class activity, learning journal and/or reflection papers 20%, grading scale: 0-5

## 5. ASSIGNMENTS/ BUSINESS PROJECT (to be complemented)

This year's business project is to participate in L'Oréal's Brandstorm competition, which is a unique opportunity for students to gain a real life professional experience.

## 6. READINGS

### **PRACTICAL READINGS (may be complemented):**

Edelman, David C. (2010), Branding in the Digital Age: You're Spending Your Money in All the Wrong Places, *Harvard Business Review*, December 2010

Holt, Douglas B., Quelch, John A. and Taylor (2004), How Global Brands Compete, *Harvard Business Review*, September, 2004

Kukkonen, Elina (2017), Organizing a Framework for Customer Value Management in Online Media Relationships, *Marketing Management Journal*

Meyer, Christopher and Schawer, Andre (2007), Understanding Customer Experience, *Harvard Business Review*, 2007

*Communication Handbook*

### **Materials provided for the business project, e.g.:**

Brand Presentation

Market Information

Consumer Research

Trends & Inspiration

Retail

**OTHER RECOMMENDED READINGS (may be complemented)**

Keegan, Warren & Mark Green (2017) Global Marketing

Farrell, Carlyle (2015) Global Marketing – practical insights & international analysis

Hollensen, S. (2007). Global Marketing: A decision-oriented approach. – 4<sup>th</sup> ed. – Prentice Hall. Harlow, England

Craig, C.S., Douglas, S.P. (2000). Configural Advantage in Global Markets. *Journal of International Marketing*, Vol. 8(1), 6-26.

Ghemawat, P. (2001). Distance still matters: The hard reality of global expansion. *Harvard Business Review*, 79 (September), 3-11.

Lim L., Acito F., Rusetski A. (2006) Development of Archetypes of International Marketing Strategy / *Journal of International Business Studies*. Vol. 37 (4), 499-524.

Pisano, Gary (2015), You Need an Innovation Strategy, *Harvard Business Review*, June 2015, pp.44-54

Zou, S. Cavusgil, S.T. (2002). The GMS: a broad conceptualization of global marketing strategy and its effect firm performance, *Journal of Marketing*, Vol. 66 (4), 40-56.

**7. SCHEDULE (SUBJECT TO MINOR CHANGES)**

Session	Date	Topic	Guest speakers	Readings or pre-assignments
<b>1. Course kick-off</b>	January 8 <sup>th</sup> , 2019, 9:15- 11:30	Introduction to the course Course objectives and outcomes Speed dating to build project teams		
<b>2. Presenting the business project: Brandstrom competition</b>	January 11 <sup>th</sup> , 2019, 9:15- 11:30	Presentation of the Brandstorm Business Project	Online presentation and Q&A by L'Oréal Nordic Executives	Familiarization with the background material provided for the business project
<b>3. Introduction to Elements in Global Marketing</b>	January 15 <sup>th</sup> , 2019	How to coordinate and control marketing activities in global markets? How can markets abroad be different? How to choose your target markets abroad? How to enter new markets abroad? Why and how to make adaptations to the product and promotion for markets abroad? What are the factors impacting pricing for markets abroad?	Hannu Seristö, Professor in International Business and Vice President, External Relations, Aalto University	Recommended readings (if unfamiliar with international marketing concepts) Keegan, W. and Green, M. (2017) Global Marketing Farrell, Carlyle (2015) Global Marketing – practical insights & international analysis
<b>4. Organizing for the business project</b>	January 18 <sup>th</sup> , 2019	Project based learning: Defining roles and organizing for the business project building		Completion of an optional Strengths-based self- and team analysis

		on strengths of each team member. Making a project plan.		
<b>5. Case presentation</b>	January 22 <sup>nd</sup> , 2019	Sharing experience from the course and the Brandstorm competition Presenting a winning case presentation from a former Brandstorm competition	Anca Agapi, A former Aalto student	
<b>6. Team coaching sessions for the business project</b>	January 22 <sup>nd</sup> - 24 <sup>th</sup>	Team coaching sessions (60 min) for the business project		
<b>Case analysis (part I of the case report)</b>	January 24 <sup>th</sup> , 2019			<b>Case analysis (part I of the case report) due January 24<sup>th</sup></b>

<b>7. Global Marketing and Brand Management</b>	January 25 <sup>th</sup> , 2019, 9:15- 11:30	Global Marketing and Brand Management-theory and practice	Marco Mäkinen, Vice-President TBWA Helsinki	Holt, Douglas B., Quelch, John A. and Taylor (2004), How Global Brands Compete, <i>Harvard Business Review</i> , September, 2004
<b>8. Service Design</b>	Jan 29 <sup>th</sup> , 2019, 9:15- 11:30	Service Design to build a digital customer experience	Ilkka Lovio, Designer, Palmu	Meyer, Christopher and Schawer, Andre (2007), Understanding Customer Experience, <i>Harvard Business Review</i> , 2007
<b>9. Digital Marketing</b>	Feb 1 <sup>st</sup> , 2019, 9:15- 11:30	Digital Marketing- how to create customer value online	Elina Kukkonen , DBA, SVP Communications and Brand at Alma Media Corporation	Kukkonen, Elina (2017), Organizing a Framework for Customer Value Management in Online Media Relationships, <i>Marketing Management Journal (forthcoming)</i>
<b>10. Digital Marketing</b>	Feb 5 <sup>th</sup> , 2019, 9:15- 11:30	Digital Marketing campaigns	Samuel Tenhunen, Digital Director and Partner, Mediakolmio	Edelman, David C. (2010), Branding in the Digital Age: You're Spending Your Money in All the Wrong Places, <i>Harvard Business Review</i> , December 2010
<b>11. Communication and presentation of the project work</b>	February 8 <sup>th</sup> , 2019, 9:15- 11:30	Business Communication, reporting, presentation & pitching	Michael Baker, Aalto University, School of Business, Communications Department	Communication Handbook
<b>Case report (ppt-presentation) due</b>	<b>February 12<sup>th</sup>, 2017</b>			<b>Case report (ppt-presentation) due February 12<sup>th</sup></b>

<b>12. Project presentations</b>	<b>February 12th and Feb 15th</b>	Evaluation and feedback on project presentations		
<b>13. Video (5 min) sent to Brandstorm competition</b>	February 22 <sup>nd</sup> , 2019		Jury comprising of L'Oréal Executives	Brandstorm winner announced by February March 1 <sup>st</sup> , 2019

## 8. COURSE WORKLOAD

Classroom hours	34 h
Class preparation and learning journals	20 h
Project work	106 h
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<b>Total</b>	<b>160h (6 cr)</b>

## 9. ETHICAL RULES

Aalto University Code of Academic Integrity and Handling Thereof>

<https://into.aalto.fi/pages/viewpage.action?pageId=3772443>

## 10. OTHER ISSUES

- Registration to course

Max. 50 students (quota may be adjusted based on project details).

Please note that the course is offered only to MSc level students. Participants are selected based on their program status, according to the following priority order:

1. M&IB, IB, M,
2. CEMS,
3. exchange students,
4. minor,
5. others

Students must attend the first lecture to ensure their place in the course.

- Course Policies: 75% attendance is required
- Retrieving Course Materials: Course material can be retrieved through the course website <https://mycourses.aalto.fi/course/search.php?search=26E0080>