INTERNATIONAL SUMMER PROGRAM
SYLLABI 2015
ESADE BUSINESS SCHOOL
International Marketing

Summary

International Marketing Strategies aims to study how companies interested in entering international markets and/or expanding their activities abroad should go about designing, developing, implementing and monitoring their marketing strategies.

Objectives

The course is based on the assumption that the students have some knowledge of basic marketing concepts and tools as well as of basic analytical skills.

By the end of the course, students should be able to analyse business opportunities in various markets, selecting the most appropriate target markets, designing alternative entry strategies and carrying out all the steps and operations involved in strategic marketing planning.

Methodology

A variety of teaching methods will be used in order to meet the course objectives:

- The case method will be used as the basis for class discussions, to illustrate applications of the strategies analysed and simulate decision-making in international marketing. Real and current case studies will be discussed in the course.
- Marketing faculty will lecture on key aspects of international marketing management.
- Course participants will be divided into groups and required to analyse and prepare a report on each of the case studies to be discussed in class. Contributions to case discussions and active participation in classes will account for an important part of their final grades.
- They will be furnished with a selected list of recommended readings to complement regular course assignments.

Policies and Evaluation

Students are expected to read and prepare their assignments, including case studies, textbook and other readings as indicated. The assignments have to be delivered on the due dates either electronically or in hard copies. No late submissions will be allowed. Participation in class and in the forum discussions is strongly recommended and contributing to class discussions accounts for an important part of the grade. Group work is
an essential part of the course activities. Plagiarism and cheating are violations of the Programme Regulations.

It is the responsibility of each student to assure that they receive the course materials and assignments in time to comply with deadlines. When a delay occurs, students must get in touch with the professors and work out a solution.

**Grading System**

The final grade will be based on the following:
Group reports on case studies and peer evaluation, individual participation in class and final exam.

**Subjects**

1. **Program Presentation**
2. **Introduction to International Marketing**
What is international marketing? Reasons for internationalisation. Differences between global and local markets. International marketing orientations: export marketing, multinational marketing, multiregional marketing and global marketing.

3. **Analysis of the International Marketing Environment**
Economic forces. Political and legal forces. Most frequent legal issues in international marketing. Influence of culture in international marketing. The main changes in the global marketing environment. Case study: “Starbucks in China”

4. **Segmenting International Markets and Marketing Information Systems (MIS) in International Markets**

5. **Entry Strategies**

6. **International Product and Brand Management**
Product design in an international environment. International and global branding decisions. Strategic alternatives in international product management.
Case study: “Unilever (A): Globalising the Ice Cream Business”
7. Price-setting for International Marketing

Factors affecting prices. Strategic decisions in international pricing. Managerial issues in pricing for international markets.
Case study: “Raventós i Blanc at a Crossroads”

8. International Distribution Channels

Key decisions in distribution. Factors influencing the design, selection and location of channels. Gaining access to international distribution channels. Global trends in distribution. Case study: “Continental in Ukraine”

9. Management of International Communication

Factors affecting communication strategies. Success factors in global communication. Communication media and advertising agencies.
Case study: “Coca-Cola: Crisis in Belgium”

10. Organising and Controlling International Marketing Management

Factors affecting organisational design. Different alternatives for organising and structuring international marketing activities. The evolution of international organisations. Complementarities of local and international marketing. Controlling international marketing operations. Case study: “Google: In or Out of China?”

Bibliography

There is no standard textbook for this course. Any of the following books may be used for reference purposes:

List of readings

Electronic copies of the following required readings will be available to the course participants in the course web page:

- Rosenzweig, Philip: “Keys to Successful International Growth”, *IMD Perspectives for Managers* (February 1999)


- The Big Mac Index, *The Economist* (July 2011).


International Finance

Summary

The International Finance is a course which is intended to facilitate students the application to a real life situation of instruments available for an appropriate financial management. The context is an international sphere using a financial management simulation model and the discussion and presentation of real cases.

Objectives

• To introduce the basic concepts, markets and instruments for the financial management in an international context.

• To expose students to a real life situation in terms of available instruments for appropriate financial management in the international sphere, using a financial management simulation model

• To help students acquire the ability to identify and select the appropriate instruments and markets from those available to enable a company financial director to deal with the management of cash, investments and results in the international sphere.

• To enhance students’ ability to develop an overall corporate vision in the face of international challenges.

Subjects

1. The international financial market

Financial markets and instruments available for the financial management in an international context. Different kinds of risk.

2. Exchange rate & interest rate forecasting

- Is it possible to forecast future market rates?
- What is the relationship between currency markets and money markets?
- Different theories to forecast market evolution and their limits in real application

3. Managing the financial risks of the company

- Review of the basics on capital budgeting. How to evaluate an international project.
- Review of the traditional instruments available to a Financial director to manage exchange and interest rate risk.
- Introduction to modern derivates
- Comparative analysis of advantages and disadvantages of each instrument in real situations.
Methodology

The course has two different approaches: First, the discussion of real cases, prepared in teams outside of class and presented and discussed during the class. Second, a computer simulation of the financial management of a multinational company in which participants will make the decisions that allow them to optimize this management. Both will help students to use, in a practical manner, all those instruments learned during the course and they will also help to understand the conceptual explanations.

The simulation will oblige participants to be abreast of the economic situation and of the movement of the main economic and financial indicators. Participants will attend group sessions in ESADE’s Data Processing Centre, supervised by a team of lecturers whose professional life comes within this area, but can also use their own PCs outside the classroom hours for decision-making.

Evaluation

Simulations, case presentations and final exam

Bibliography


Additional bibliography will be posted on the Moodle page