



Ljubljana Summer School

6 – 24 July 2020

Interactive International Marketing Strategy

Bachelor course (ECTS: 6)

9.30 – 12.00

Course leader:

PEARCE Alison

Northumbria University, United Kingdom

Aims and objectives of the course:

At the end of the course, students will:

- Be knowledgeable about the academic theory, applied analytical frameworks and concepts of international strategic marketing
- Be skilled in the application of such theory to a unique and real case
- Have practised combining analyses with research to develop a consistent strategy
- Have experienced working together in an international team to achieve an ambitious objective

Course syllabus:

Session 1: Identifying a Product & a Target Market

- 7Ps model of classic marketing

Students are organised into small teams of different nationalities, as far as possible. The teams identify a product or service popular and/or available in one team member's home country and not in another team member's home country (on which they will work throughout the course).

Session 2: International Environmental Analysis

- Global post-modern marketing environment and retro-marketing approach
- Porter's National Diamond
- Yip's Globalisation Drivers
- Development of strategic suitability

Teams will then work independently with support from the tutor to analyse their target international environments using the taught models and to establish their basis of strategic suitability. Teams will present to the plenary at the end of the day to receive formative feedback on their work from fellow students and the tutor.

Session 3: Scenario Planning

- The tutor will demonstrate a systematic approach to scenario planning based on the environmental analysis completed the previous day.

Student teams will then generate possible international scenarios to inform their marketing strategy and feed it into their planning.



Ljubljana Summer School

6 – 24 July 2020

Session 4: International Cultural Comparative Analysis -Targeting, Segmentation & Positioning.

- Various theories of cultural comparative analysis and how they are used in international marketing
- Modern approaches to international targeting, segmentation and positioning
- Developing and using explicit and tacit knowledge to identify unarticulated consumer demand

Teams will work to develop their TSP based on appropriate cultural analysis and devise methods of developing explicit and tacit market knowledge.

The session will end with short presentations of the work-in-progress to provide teams with formative feedback from fellow students and tutor alike.

Session 5: Sustainable Competitive Advantage across Markets

- Creating sustainable competitive advantage across markets
- Value-based marketing

Teams will work together to determine how to create a clear, defensible and sustainable competitive advantage for their chosen products/services and to create value for their companies. Short presentations will provide an opportunity to practise defending and justifying marketing decisions and to receive formative feedback on work so far.

Session 6: Building Brand Architecture

- Brand architecture

Teams will work on developing a framework and generating the design elements. Informal presentations of the draft architecture will be made to the class, who should be able to identify the (secret) brand values.

Session 7: International Pricing Strategies & Issues

- International pricing strategy & related issues

Teams will work to develop their own pricing strategy.

Session 8: International Development Directions & Market Entry Methods

- Ansoff's Matrix of development directions and how to use it.
- Market entry methods and associated risk and how to select appropriately

Teams will work on the practical development of their international marketing strategy and the implementation decisions of market entry.

Session 9: The '12C' International Analysis Model

- The '12C' model in developing international marketing plans.

Teams will work on their plans, facilitated by the tutor. A '12C' plan will be combined with the previous analyses conducted by the teams to form the basis for the individual assessment and be presented to the class for formative feedback.

Session 10: Bringing It All Together

Teams will work on the consistency and sense of their overall marketing plans, bringing all of the elements together into a coherent document for presentation, facilitated by the tutor.



Ljubljana Summer School

6 – 24 July 2020

Course materials/List of readings:

- Doole & Lowe (2012). International Marketing: Analysis, Development & Implementation.
- Kotler (2013). Principles of Marketing, 15th Edition.
- Kirby (2000) If you want to take on the world, with a global marketing campaign, there are some factors you should take into account to make it a success, CHARTERED INSTITUTE OF MARKETING.
- Venkatesh & Carpenter (2013). Handbook of Marketing Strategy.

Teaching methods:

Each session starts with the formal teaching of academic theory, analytical frameworks or concepts of international strategic marketing. International student teams then practise their application to a unique project which they develop and research throughout the duration of the course. The tutor facilitates this practical work. At the end of each session, teams contribute their work to a plenary session for peer review and formative feedback from the tutor. Each session builds on the previous session until, by the end of the course, each team has developed a well-researched, comprehensive and defensible international marketing strategy for a unique concept.

Evaluation method and grading scale:

The unique international marketing strategy developed by each team throughout the duration of the course forms the basis of an individual plan presented for assessment by each student. Each student prepares a 2,000-word marketing plan in report form.

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Prerequisites for attending the course:

No prerequisites.