

**GEORGETOWN UNIVERSITY
CENTER FOR CONTINUING AND PROFESSIONAL EDUCATION**

INTERNATIONAL MARKETING MANAGEMENT

April 11-12 and 18-19, 2008

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Material Each segment will have chapters as well cases assigned to it. It is required that all material be read and cases prepared in advance for an energetic classroom discussion. The following text is required: Czinkota, Michael R., Ilkka A. Ronkainen, and Bob Donath (2004), Mastering Global Markets, Mason, OH: Thomson Southwestern. Cases are available on Blackboard (except for SONY-FIFA which can be acquired through www.hbsp.com).

Objective The focus of the course will be on foreign market development; i.e., the manipulation of the marketing mix elements (product, promotion, place, and price) to attain a long-term competitive advantage in the global market place. The challenges of the environmental drivers of globalization have been incorporated into the discussion. The approach of the course is to do rather than to listen; a series of cases have been chosen to highlight the issues. A wide variety of topics as well as geographical areas are covered.

SCHEDULE

Friday, April 11, 2008

- 18:00-19:30 Market entry/development in a global setting: drivers and levers
Text: Chapters 1, 4, 10
- 19:30-19:45 Break
- 19:45-21:00 Market entry/development: working with(in) blocs
Text: Chapter 2

Saturday, April 12, 2008

- 10:00-11:15 Establishing/developing a market presence: exports
Text: Chapters 6, 12
- 11:15-11:25 Break
- 11:25-12:30 **Case:** *Lakewood Forest Products*
- 12:30-13:15 Lunch
- 13:15-14:30 Establishing/developing a market presence: alliances
Text: Chapter 7
- 14:30-14:40 Break
- 14:40-16:00 **Case:** *Polar-adidas*

Friday, April 18, 2008

- 18:00-19:30 Global marketing challenges: communicating in a global market environment
Text: Chapter 13
- 19:30-19:45 Break
- 19:45-21:00 **Case:** *SONY-FIFA Marketing Partnership Program*

Saturday, April 19, 2008

- 10:00-11:15 Global marketing challenges: pricing and gray markets
Text: Chapter 11
- 11:15-11:25 Break
- 11:25-12:15 **Case:** *The Gray Ferrari*
Gray market exercise
- 12:15-13:00 Lunch
- 13:00-14:30 Global marketing strategy implementation
Text: Chapter 14
- 14:30-14:40 Break
- 14:40-16:00 **Case:** *Parker Pen*

CASE QUESTIONS

Lakewood Forest Products

1. Is LFP ready for exports? Using the export-readiness framework developed by the U.S. Department of Commerce (available at www.tradeport.org; from Trade Expert go to Getting Started, and finally to Assess Your Export Readiness, determine whether Lakewood's commitment, resources, and product warrant the action undertaken.
2. New-product success is a function of trial and repurchase. How do Lakewood's chances rate along these two dimensions?

Polar-adidas

1. Should a small firm, such as Polar, enter into an alliance with a conglomerate of the size of adidas?
2. Evaluate adidas as a partner.
3. What are the long-term prospects of such alliances? What can both parties do to ensure success?

SONY-FIFA Marketing Partnership Program

1. Why would SONY enter into a long-term sponsorship arrangement with FIFA?
2. What are the measurement challenges for sponsorship?
3. What other alternatives could SONY have considered to achieve the set goals?

The Gray Ferrari

1. Is Ferrari's case a good argument for requiring that products be delivered only through approved distribution channels to ensure highest quality to customers?
2. Given its loss, what alternatives are open to Ferrari?

Gray market exercise

Smythe Dabney International (based in London) markets various personal care products around the world. One such product is a moisturizing lotion called Aurora. In the U.K., the product is distributed through distributors (who buy it at £0.79), and then to wholesalers (who buy it at £0.93). SDI has a subsidiary in Switzerland (Produits Pour Femmes) to whom it sells at cost (£0.50; CHF 1.88). PPF then sells it at SwFr 5.00 to intermediaries. Due to various factors, Swiss "entrepreneurs" have started buying this product directly from the U.K. from distributors. Even with the transportation cost (£0.06) included, the price comes to £0.99. What can SDI or PPF do? [Even after PPF provided promotional discounts of 20% off the list price, these imports have continued reaching one-third of all sales last year; i.e., 120,000 units out of a total of 320,000.]

Parker Pen

1. What are the contributors to NIH in this case?
2. Suggest courses of action for Parker pen both in the short term and in the long term.