MMS 272
MARKETING ACROSS BORDERS
COURSE SYLLABUS – Fall 2015
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**Course Description:** The course will investigate and discuss the theory and techniques used to market to the world’s different shoppers and consumers in both developing and industrialized economies and countries. You’ll gain an understanding of how to market to shoppers and consumers based on the varied insights of each target group. We’ll focus on the “Consumer is Boss” and understand how to influence them at the “First Moment of Truth” when the shopper makes a purchase decision and at the “Second Moment of Truth” when the brand is actually used and the consumer decides if it delivered against the brand promise. The course will include a team project to develop collaboration skills but also to gain deep insights into a specific target group and product. Class participation and discussion will be an important factor in class success. We will also be using a semester long simulation – Country Manager – that will allow you to bring develop marketing strategies and execute those strategies.

**Course Objectives:** Students will gain insights into: 1) the behaviors of the world’s consumers; 2) how those differences come about due to differing national, ethnic, cultural, and demographic influences; 3) how certain companies have succeeded and failed at addressing those differences; and 4) how to develop business and marketing strategies and plans to successfully address those differences.

**Course Materials:** All articles/cases can be purchased through Harvard at a special link just for this course [https://cb.bsp.harvard.edu/cbmp/access/38758399](https://cb.bsp.harvard.edu/cbmp/access/38758399). You will need to buy the materials at one time. Using this link will save you significant money. Even though the class meets once a week, you’d be wise to break-up the reading assignments rather than doing them in one sitting on Monday night or Tuesday before class. You should bring the assigned reading to each class. You will get an email from the simulation company that will help you register and pay for the simulation.

**Course Format:** The class will be discussion based. As class participation will be part of your grade, the expectation is that all assignments will be completed prior to the corresponding class and that this will lead to lively debate and discussion. It’s during this debate and discussion when the real learning will occur. I won’t be that interested in your being able to regurgitate the assigned material. I will be primarily concerned with how you leverage those materials to shape your own thinking and ideas to best understand key insights and how you’d successfully put those insights into use. I’m looking for creative and innovative ideas. If you don’t participate, I’ll assume you didn’t read the materials and don’t understand them.

**Course Engagement (25% of Grade):** There are four parts of course engagement. 1) **The first is physical attendance.** You need to be at every class unless you have a university approved absence or you contact me prior to class by text, email, or phone. Having to do work for other classes is not an acceptable excuse. Also, attending an employer info session is not acceptable either. Companies don’t grant interviews based on who shows up. So go to the one that means the most to you. I’ve checked this with the Career Center and with Emma Rasiel and they are in agreement. Punctual arrival is expected. 2) **The second is mental attendance and class participation.** You need to be mentally engaged in the discussions in class. This means paying attention and participating in the discussions. Based on feedback from past students, the materials and discussions are fun and engaging, so get involved. If you are usually a shy person who feels uncomfortable speaking in class, come talk to me so I can help you deal with the issue. Whether it’s here at Duke or in any future endeavors, you’re going to need to be participative at some point, so I can try and help you achieve this. As part of this: **There will not be any phone, text, emailing, internet or computer use during class.** I know that some of you use your computer for taking notes during class. Unfortunately, I won’t be able to accommodate you. And to see how engaged you are, the first five people who email me with the word schadenfreude in the subject line will get five dollars. 3) **The third is completing with your group the simulation assignment and any other related activities.** You need to be a fully engaged partner with your teammates on doing the simulation work. It’s not something they can do for you. Your not fully participating will negatively affect the entire team. 4) **The fourth is adherence to the Duke Community Standard.** I expect you to do your own work. Also, as there will be group work, you should know that I consider group participants not doing their fair share of work, and thus taking credit for work to which they haven’t fully and fairly contributed, to be in violation of this Standard. Please note, you can’t get an overall A grade without being engaged in the class.

**Consumer Research Project (25% of Grade):** I will form groups of 3-5 students that will be responsible for the group project. Each group will need to create or pick a product/service and then do research on that product to better understand the key consumer insights, important product features and benefits, and the drivers of purchase and repurchase. This will
Class Assignments

**Office Hours:** I don't have set office hours but am available from 11:00am to 1:00pm seven days a week - just give me a call.

**Evaluation:** You will be evaluated on the performance of those on your team.

**Enrollment:** You will be required to the performance of those on your team.

**Class Schedule:**

- Complete Community Engagement track
- Attend a Community Board meeting and report in writing
- Attend a Board meeting and report
- **September 1 - Present**

**Simulations Results:**

- Give an excellent summary of their marketing plan.
- Individually evaluate the last day of class.
- On the last day of class, each group will have 10 to show their video and to

**Workshop:**

- Complete Community Engagement track
- Attend a Community Board meeting and report in writing
- Attend a Board meeting and report
- **September 1 - Present**

**Marketing Plan:**

- If you're not satisfied, you have to change the product.
- This project due on the last day of class is to take the product/service on which
September 22 – Being Global
- Making it Overseas
- Silent Language in Overseas Business
- Global Marketing
- **Country Manager Practice Round 2**

September 29 – China
- The China Rules
- L’Oreal in China: Marketing Strategies for Turning Around Chinese Luxury Cosmetic Brand Yue Sal
- Helping Chinese Consumer Making the Informed Choices: The Challenge of Trust
- **Country Manager Competition Round 1 + peer evaluation**

October 6 – Latin America
- Colgate-Palmolive Company: Marketing Anti-Cavity Toothpaste
- Segmentation and Targeting
- **Country Manager Competition Round 2**

October 20 –
- **Consumer Research Report Due**
  - You will give an executive summary of your research findings in class

October 27 – India
- Make in India: The Operating and Marketing Challenge
- Framework for Marketing Strategy Formulation
- **Country Manager Competition Round 3 & 4 + peer evaluation**

November 3 – Developing World
- Diageo: Innovating for Africa
- Procter & Gamble: Children’s Safe Drinking Water (A&B)
- **Country Manager Competition Round 5 & 6**

November 10 – Global Branding
- Samsung: Redefining a Brand
- L’Oreal: Global Brand, Local Knowledge
- **Draft Outline Final Project**
- **Country Manager Competition Round 7 & 8**

November 17 – Global Branding
- How Global Brands Compete
- **Country Manager Competition Round 9 + peer evaluation**

November 24 –
- Group work on final project, consulting with Grody
- **Draft Video Storyboard**

December 1 –
- **Final Marketing Plan Due**
  - You will show your video and give an executive summary of your marketing plan in class