



Boston University Study Abroad

London

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Global Marketing Communication

CM 738

Summer 2016

Instructor Information

Name: Professor Tobe Berkovitz

Day and Time: Wed and Thurs. 9am-1pm

Location:

BU Telephone:

Email

Office hours: By appointment

Course Syllabus

Course Description: Reviews the basic terminology and concepts that are the foundation of global marketing communication. Examines the critical variables, economic, political, and cultural factors required to market products and services in a wide variety of countries and regions. The course includes relationships among multinational corporations and international entities exploring controversial issues such as globalization and sustainability. Consumer behavior and research are in the context of decision-making about branding, product differentiation and positioning. Strategies and tactics about markets and target audiences are discussed. Guest speakers and case studies are used to show how strategies and concepts are applied to practical marketing situations. The tactics of integrated marketing communication, such as advertising public relations and sales promotion, are explored. Included is the use of new technology for diverse countries and target audiences.

Course Objectives:

1. Learn how to apply concepts and practices of communication theory and contemporary mass media to the practical problems of global marketing communication.
2. Develop strategies, tactics and skills to research, manage and evaluate campaigns supporting marketing objectives.
3. Understand the many variations in human behavior, cultures, politics, economies, and social structures and how they affect the application of marketing strategies and campaigns in different countries and regions of the world.
4. Evaluate the impact of the global economy on selected countries and industries and develop the ability to create strategic marketing communication plans in the current economic environment.
5. Qualify for an entry-level or middle-management marketing position in a company, service provider, government agency, research firm, organization, advertising agency,

public relations agency or marketing firm.

Course grades:

MarCom Plan: 40%

Class participation: 30%

Take home final exam: 30%

Letter grades are based on chart shown in COM catalogue (p.89).

Plagiarism: The Boston University plagiarism policy applies to all course work in the London Program.

Grading

Please refer to the Academic Handbook for detailed grading criteria and policies on plagiarism:

<http://www.bu.edu/london/current-semester>

** Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

Attendance Policy

Classes

All Boston University London Programme students are expected to attend each and every class session, seminar, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness for more than one day. In this situation students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible).

The Authorised Absence Approval Request Form is available from:

<http://www.bu.edu/london/current-semester/>

Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence

Students may apply for an authorised absence only under the following circumstances:

- Illness (first day of sickness): If a student is too ill to attend class, the student must phone the BU London Student Affairs Office (who will in turn contact the student's lecturer).
- Illness (multiple days): If a student is missing more than one class day due to illness, the student must call into to the BU London Student Affairs Office each day the student is ill. Students must also provide the Student Affairs office with a completed Authorised Absence Approval Form and a sick note from a local doctor excusing their absence from class.
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases allow students to leave the programme early

or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a 4% grade penalty to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will be required to meet with the Associate Director for Academic Affairs and if the lateness continues, may have his/her final grade penalised.

Course Outline and Schedule

1. The Global Marketplace

Thursday May 26

An introductory perspective on global marketing communication

Evaluating business sectors in the global marketplace

The role of manufacturing in the global economy

The dominance of knowledge-based industries

Entrepreneurs in the global marketplace

The service, transportation and government sectors

The framework for evaluating market segments

Course themes: sales, branding, reputation, engagement, exercising control on accounts

Mini Case Study: The consumer technology sector in Japan. Lessons to be learned going from king of the world to also ran.

Readings:

A Fearless Culture

What Hollywood Can Teach Us About the Future of Work

Reinventing Paris

Jammin' In the Capital

New Entrepreneurs Find Pain In Spain

The Sun Is Setting On the Emerging Market Miracle

Amazon Wants Alexa to Take Control of Your Smart Home

Eclipsed by Apple

How the Tech Parade Passed Sony By

How Japan Blew Its Lead in Electronics

2. Communication Tools for Global Marketing Communication

Wednesday June 1

MarCom objectives

Integrating the marketing mix

Advertising: morphing in the digital era
Public Relations: transparency and reputation
Sales Promotion: handy around the globe
Direct sales: but there's more (maybe)
Personal selling: human beings in the age of Amazon
All things digital: technological leap-frogging

Readings:

Ketchum Out & In Slide
Will Changes at P&G Prove That the 4 Ps Matter After All?
Shoppers Flock to Apps, Shaking Up retail
Pop-Up Stores Thrive in a World of Failing Retailers
Welcome to the 'Unstore' of the Future
Unilever, P&G try Tweaked Formulas, Higher Prices For Developing World
Is It Content or Is It Advertising?
Marketers May Be Falling Out of Love With Product Placement
England to Roll Out Tailored Billboards
Technology Fuels Renaissance in Out-of-Home Advertising
Reputation Management
Reputation
Mike Love, 5 PR Top Tips
A Super-Bowl Ad Is Just Half The Battle
World's Biggest Advertiser P&G Shifts Focus To Sampling
Here Are The 12 Best Facebook Marketing Campaigns From the Past Year

3. Global MarCom War-Room

Thursday June 2

First an overview and discussion on the charm of the British
The Brits: tradition and the transition to globalized England

Second the class will work as account teams

Teams will develop a strategy for rescuing one of the major British supermarkets

Each team has 2 hours to develop a mini MarCom plan

Teams will present their plan to the class

Readings: The English

A Once And Future Realm
British Noses, Firmly In The Air
Great British Bake Off Smut...
Into the Melting Pot
What makes Britain Great?

Readings: Supermarkets

Look Out, U.S. Grocers, U.K.'s Free-for-All Heads Across the Pond
'Farm Fresh' Battles in U.K. Recruits Cows With Cameras
Ad of the Day: Waitrose
Dancing in the Aisles
Tills Ring, Are You Listening?
Food Innovations Are Finding a Market

Deli-licious

No Wonder Superstores Are Dying...
Why Supermarkets Are On The Way Out
The UK's Big Supermarkets Sowed The Seeds of Their Own Decline
The Convenience-Store Comeback
Learning To Be Different
A Trolley Load of Pain
J Sainsbury Posts Drop in Full-Year Profit
Whole Foods Aims for Younger Shoppers With New Stores

4. Strategy in Marketing Communication

Wednesday June 8

SWOT Analysis: analyzing internal and external factors that frame your client

Brand strategy

Reputation management

Segmenting target audiences: global vs. local markets

Creating MarCom plans

Discussion: The MarCom Final Project

In class challenge: Can McDonald's Be Saved?

Readings:

SWOT Plans

A Palate of Plans

It's the Real Thing

Corporate Reputation and Brand Are Two Very Different Things

The Emerging-Brand Battle

What Are Brands For?

The Ascent of Brand Man

Marques for Millennials

How to Revive McDonald's

McDonald's Extends Slump

McDonald's New Chief Plots Counter Attack

Time to reorder

Why McDonald's sales are falling

McDonald's Wants to Speed Up With Smaller Drive-Through Menu

McDonald's to Give China Restaurants a Makeover

McDonald's Tries a Local Touch With Chinese Store Décor

McDonald's Puts Its Plan on Display

5. Visit and presentation at Ketchum Public Relations London

Thursday June 9 2:30pm – 4pm

Public relations in the global marketplace. Best practices in social media and reputation management.

6. Visit and Presentations at The Store WPP

Wednesday June 15 * TBA *

“WPP's Retail Practice - provides expertise, support and added value to client initiatives and projects in retail and fast-moving consumer goods.”

7. Consumer Behavior and Marketing Communication Around the Globe

June 16

The consumer behavior process in a variety of global markets.

Understanding similarities and differences in target audiences.

The impact of digital and social media on consumer preferences and shopping behavior.

The global digital world

Understanding national markets and consumers

The rise of the middle class in emerging markets

Africa: the continent of constant potential, the Nigerian market

South of the Border: Mexico

Readings:

Neuromarketing Exits 'Hype Cycle'

Stores Suffer From a Shift of Behavior in Buyers

Marketing in the Moments, to Reach Customers Online

Forget Early Adopters: These People Are Happy to Be Late

Stung by Millennial Misses, Brands Retool for GenZ

What Do Consumers Want? Look at Their Selfies

Readings:

A Matter of Definition

Few and Far Between

Nigeria Goes to the Mall

More a Marathon Than a Sprint

Not Making It

No Room at the Inn

The Two Mexicos

Shopping Therapy

For Wal-Mart in Mexico

Techs-Mex

In the Middle of Mexico a Middle Class Is Rising

Mexico's Middle Class Is Becoming Its Majority

Additional Readings (not required)

India, Emerging Markets' Bright Star, Is Faltering

Indian Startups Vie to Win E-Commerce Battle

IKEAS's India Bet Runs Into Thicket of Rules

India Embraces Luxury ad China Turns Cool

India Ink: Newspapers Boom Where the Internet Doesn't Reach

McDonald's, Pizza Hut Cook Up New Plans for India

Tech Companies Struggle to Get World On Internet

The Truly Personal Computer

Planet of The Phones

Wealth Without Workers

Emerge, Splurge, Purge

Fragile Five Is the Latest Club of Emerging Nations in Turmoil

8. Visit to Ogilvy London

Wednesday June 22 9:30am – 12 noon

Presentations from a variety of Ogilvy & Mather Group UK ad people. Advertising strategy and execution in the U.K. and the global marketplace.

9. MarCom Final Projects

Thursday June 23

Account team presentations of the final marcom project.

Due: Final MarCom Plan. Hardcopy.

Course take Home Final will be assigned.

10. Crisis Management

Monday June 27

Genre approach to defining types of crisis: acts of nature, terrorism, business problems

Damage assessment: loss of life, property damage, reputation, economic crashes

Crisis communication: strategy, messaging, channels, spokespeople

Crisis management in the global environment

Mistakes in crisis management: do no harm

Readings: *Too Many Sorry Excuses for Apology*

FINAL COURSE PROJECT Due in class, Thursday June 23

The black cab was a long-time symbol of London. Now it is an endangered species. Create a marketing communication plan that helps to revive the black cab and move it towards recovering its lost glory (or at least survival on the streets of London). Present business and communication goals for the client and develop a viable marcom plan that achieves these objectives. Perform market, media and consumer research that provide a strong foundation on which to build the marcom plan. Present the plan as a PowerPoint using 15-25 slides. Include sources in an appendix at the conclusion of the presentation. The marketing communication plan should include whichever of the following subjects are appropriate for the client.

Market Overview

- . How the economy is affecting your clients' business
- . The role of new technology for your client and their customers
- . The disruption caused by Uber
- . The cultural milieu

The marketplace battleground of the client

- . Marketplace: competition in category, competing categories, market growth potential
- . SWOT Analysis: strengths, weakness, opportunities, threats
- . Marketing mix in the business category
- . The features, benefits, differentiation for the black cab
- . Category life cycle stage: intro, growth, maturity, decline

Target Audience

- . Prime prospects and secondary market

- . Segmentation (determine appropriate segmentation criteria)
- . Demographics, lifestyle, media use
- . Consumer behavior & purchase patterns

Communication Objectives

- . Communication strategy (objectives for the campaign)
- . Big idea (creative expression of the messaging)
- . Brand image

Marketing Mix

- . Media selected for the campaign

Content

- . Examples of messaging
- . Style and format of content