

EUROPEAN MARKETING

(FALL SEMESTER 2021)

Course Objective and Content

The course is designed to introduce students to the particularities of international marketing in European markets.

In this course we will examine the relevance of European Marketing as well as the market situation in the different countries. Trends towards homogeneity versus remaining heterogeneity are considered. The three broad areas of European marketing that are looked into are: market selection, market entry strategies, and marketing strategies/marketing mix.

First, market selection criteria are explained, including the selection procedure. Second, the different options for the market entry, e.g. acquisition, franchising, joint ventures, are discussed and their advantages and disadvantages investigated. Third, the different elements of the marketing strategy and the marketing mix (i.e. product policy, pricing policy, and promotion/communication policy) are discussed in detail.

Emphasis is given to the interdependence of these three main areas of European Marketing.

A number of executives from internationally active companies will present their marketing strategy to the students and discuss it.

ECTS: 4.5

Schedule

Lecture: every Monday, 14.15-16.00 h, room C140
plus: Several Tuesdays, 10.15-12.00 h, room C230
(exact dates will be announced in lecture!)

Modules

European and Global Business
Marketing

Topics

1. Introduction
2. Market homogeneity and market heterogeneity
 - 2.1. The impact of culture
 - 2.2. The impact of legislation
 - 2.3. The impact of socio-demographic criteria
3. Market selection
 - 3.1. Assessing international markets
 - 3.2. Market segmentation
 - 3.3. Selection process
 - 3.4. Timing issues
4. Market entry strategies
 - 4.1. Export
 - 4.2. Licensing
 - 4.3. Management contracts
 - 4.4. Franchising
 - 4.5. Joint-Ventures
 - 4.6. Production subsidiaries
5. Marketing strategy and marketing mix
 - 5.1. Competitive strategy and positioning
 - 5.2. The marketing mix
 - 5.3. International branding and international advertising
 - 5.4. International product policy
 - 5.5. International pricing policy

Exercises

To ensure a practical orientation of the course, some exercises will be done in the form of guest lectures. Executives of companies will visit the course (on premises or online) and give speeches on their companies and their international marketing strategies. The participation in these presentations is mandatory.

Furthermore, some exercises will be done in the form of excursions with focus on one specific topic in more depth.

Final Exam and Final Grade

A written final exam on all issues covered in the lecture, the excursions, the executives' presentations and the mandatory readings gives the final grade.

Overall, we intend to have interactive class discussions, during the lecture and during the executives' presentations. We may reward very active class participation with extra points towards the final grade.

Bibliography

No book as mandatory reading.

Some readings will be provided during the lecture.