

Universidad Torcuato Di Tella | Business School

IBUS Program

Syllabus Spring 2012

Professor Jaqueline Pels

▪ Introduction

This advanced unit in international marketing is designed to develop your knowledge about issues of global societal concern often not covered in traditional marketing units. Each session, building upon what you know already, will provide you with advanced marketing knowledge necessary to make sound marketing decisions that take into consideration the wider consequences of marketing activity.

Throughout this unit you will be introduced to many concepts. Some will be new to you, some will not. Some will be unfamiliar to the traditional field of marketing, some will not. Whatever the case, your thinking will be challenged. Indeed, some of these challenges you may find personally uncomfortable and confronting. You should put all this into perspective and treat this unit as an opportunity to stretch your thinking beyond the borders of traditional accepted notions. If you do this, you will have benefited from this unit in ways that are of value not only to you but also others with whom you connect. Overall, I am confident that you will enjoy this unit and find it the learning experience that you were hoping for.

▪ Methodology

Each session will comprise of a formal lecture component, class exercises based on covered case studies (including video cases) and when permitting, a period during which we shall collectively discuss the reading material assigned for the week preceding each session. Note that I may provide a comment or two and invite you to debate the issue among yourselves. Furthermore, we are going to be joining some lecturers from experts.

▪ Course Objectives

This advanced course in marketing explores not only traditional but also non-traditional markets. In terms of the latter, a large part of the unit investigates the application of marketing thought on what are referred to as 'Bottom of the Pyramid' (BoP) consumers or 'Low Income Consumers' (LIC). At this level, it is expected the course would help to enhance the understanding about innovative marketing approaches to be used for the BoP /LIC consumers. Linked to the above, we also consider market's impact on the environment.

▪ Learning Outcomes

At the end of this course, you are expected to understand:

- What are the characteristics of emerging markets and BoP/LIC.
- How to design and deliver value to BoP/LIC.
- What social and marketing innovations are required to serve the BoP/LIC.
- What successful marketing companies are practicing to serve the BoP/LIC.
- What new business models are required to become successful in emerging markets.
- Develop skills in the application of marketing decision making to assess and provide potential solutions to many varied marketing problems.
- Improve skills and abilities in holistic thinking.

▪ Course Evaluation

Elements	Weightage
1. Group Presentations (Case Studies)	50%
2. Individual End Term Examination	50%

▪ Bibliography

1. Acumen Fund Metrics Team, 2007, "The Best Available Charitable Option, BACO", *Acumen Fund*
2. Boltman A., "El poder de la co-creación para generar prácticas innovadoras", *Diario Clarín*, 31/07/2011
3. Burkitt L., "Nike busca alterar la cultura deportiva en China", *Diario La Nación*, 12/10/2011
4. Chu M. & Yunus M., 2008, "Is it fair to do Business with the Poor?", *Genova Papers on Inclusiveness*, Symposium Special Issue, October 2008, pp. 1-12

5. Coviello N.E., Brodie R.J., Danaher P.J. & Johnston W.J., 2002, "How firms relate to their markets", *Journal of Marketing*, Vol. 66, No. 3, pp. 33-46
6. D'Andrea G., Terech A. & Silvestri L., 2009, "La innovación minorista para los consumidores emergentes en América Latina", *Harvard Business Review*, Diciembre 2009, pp. 39-49
7. Darymple D.J. & Parsons L.J., 2000, *Marketing Management*, Ch. 1
8. Dawar N. & Chattopadhyay A., 2000, "Rethinking Marketing Programs for Emerging Markets", *Working Paper* Number 320
9. Dolan R.J., 2001, "Analyzing consumer preferences", *Harvard Business Review*, No. 9-599-112, pp.1-14
10. Håkansson S. & Shehota I., 1995, *Developing Relationship in Business Networks*, Ch. 2
11. Hammond A. & Prahalad C.K., 2002, "Serving the World Poor, Profitability", *Harvard Business Review*, R0209C, pp. 4-11
12. Kotler P., 2007, *Marketing Versión para Latinoamérica*, Ch. 1, 4, 5
13. Lassaga G. & Lanfranchi G., 2009, "Lowering investment risk at the BoP using network innovation -FPVS case", *Southafrica BoP Conference*
14. Lusch R. & Vargo S., 2009, "Service-Dominant Logic - A Guiding Framework for Inbound Marketing", *Marketing Review St. Gallen*, Vol. 6, pp. 6-10
15. Lusch R. & Vargo S., 2008, "The Service Dominant Mindset", *Service Science, Management & Engineering (SSME)*, pp. 90-96
16. Maslow A.H., 1943, "A Theory of Human Motivation", *Psychology Review*, Vol. 50, pp. 370-396
17. Polese F. & Barile S., 2011, "The VSA and its potential contribution to marketing theory", *Working Paper*
18. Pels J., 1992, "Identification and Management of Key Clients", *European Journal of Marketing*, Vol 26, No. 5, pp. 5-21
19. Porter M.E. & Kramer M.R., 1999, "Philanthropy's New Agenda: Creating Value", *Harvard Business Review*, September 2002, pp. 121-130
20. Prahalad C.K., 2005, *The Fortune at the Bottom of the Pyramid*, Ch. 1, 2
21. Prahalad C.K. & Ramaswamy V., "Co-creation experiences: The next practice in value creation", *Journal of Interactive Marketing*, Vol. 18, No. 3, pp. 5-14
22. Reficco E. & Marquez P., 2007, Socially Inclusive Networks for Building BOP Markets, San Diego University, *Working Paper*
23. Sheth J., 2011, "Impact of Emerging Markets on Marketing", *Journal of Marketing*, Vol. 75, pp. 166-182

▪ Syllabus for International Marketing

- **Session 1: Introduction**

- Readings: 5, 7, 15, 26

- **Session 2: How does a Latin-American company (Chile) addresses developed markets (USA-UK)**

- Case Study: Montgras

- **Session 3: Consumer Behavior in Emerging Markets**

- Readings: 9, 15, 23

- **Session 4: Consumer Behavior in Emerging Markets**

- Guest Speaker: Consumer Behavior in Argentina

- **Session 5: Market Research in Emerging Markets**

- Readings: 15

- **Session 6: Market Research & Consumer Behavior in Emerging Markets**

- Case Study: SaSa

- **Session 7: Marketing Strategies for Emerging Markets I: Adaptation Strategy**

- Readings: 8, 11

- **Session 8: Marketing Strategies for Emerging Markets I: Adaptation Strategy**

- Case Study: Unilever in Brazil

- **Session 9: Marketing Strategies for Emerging Markets II: Innovation Strategy**

- Readings: 3, 6

- Readings for class discussion:

- Yunus M., 2009, *Creating a World without Poverty*, Ch. 6-7
- Prahalad C.K., 2005, *The Fortune at the Base of the Pyramid*, pp. 261-274

- **Session 10: Marketing Strategies for Emerging Markets II: Innovation Strategy**

- Case Study: Nike's World Shoe

- **Session 11 & 12: Service Dominant Logic**

- Readings: 2, 17, 18, 24

- Readings for class discussion:

- Ríos S., "El teléfono celular, un nuevo aliado para la salud", *Diario La Nación*, 13/03/2011
- Case Study: BioScience Argentina: BioMobile and the Telemedicine Market

- **Session 13: Marketing and Networks**
 - Readings: 10, 21

- **Sesión 14: Marketing Strategies for Emerging Markets III: Cooperation Strategy**
 - Case Study: Family Centered Model for Maternal and Newborn Care (FCM): The Sarda Maternity Hospital Case History
 - Readings: 16, 25

- **Session 15: Triple Bottom Line Evaluation**
 - Readings: 1, 19, 22