



# 2017 International Summer University at Thammasat University (Thailand)

July 10 – July 28, 2017

## Course Outline

**Course title: International Marketing and Management in Emerging Economies**

### Instructors:

#### WU Vienna (Austria)

- Prof. Bodo B. Schlegelmilch
- Dr. Katerina Makri

#### Thammasat Business School (Thailand)

- Assoc. Prof. Dr. Kritsadarat Wattanasuwan, TBS faculty
- Asst. Prof. Dr. Patnaree Srisuphaolarn, TBS faculty
- Asst. Prof. Dr. Santichai Kotcharin, TBS faculty
- Asst. Prof. Dr. Aurathai Lertwannawit, TBS faculty
- Asst. Prof. Dr. Karndee Leopairote, Managing Director, c-asean
- Asst. Prof. Dr. Orapan Yorabil, Course coordinator-administration
- Dr. Surat Teerakapibal, Course coordinator-academic
- Dr. Nopporn Ruangwanich, TBS faculty

**Language:** English

**Course level:** Undergraduate: intermediate to advanced level

**Total hours:** 200 hrs/8 ECTS/3 Credits

Please note: This is a preliminary syllabus. All content subject to change.

## **Course objective:**

The International Summer University Thailand, held in cooperation with Thammasat Business School, Bangkok, Thailand, brings together faculty, managers and students from Thailand and Austria. It aims to provide students with an in-depth understanding of international marketing challenges in a globalized landscape. Particular emphasis will be placed on marketing idiosyncrasies in emerging markets and the role of culture in international marketing. In addition, marketing research and international marketing mix decisions will be key topics. By means of a real world market research project, students will be able to gain first-hand experience on how to assess consumer behavior in a foreign country and how to work in inter-cultural teams. Through participating in the summer university, students will learn to understand the challenges in contemporary international marketing and management, with a particular focus on cultural aspects and peculiarities of emerging markets.

Among other topics, we will focus on:

- evaluating international business environments,
- understanding challenges of emerging economies,
- assessing and selecting foreign markets,
- developing market-entry strategies,
- conducting marketing research,
- analyzing customer segments, and
- designing suitable marketing strategies to serve international markets.

Students will be given an opportunity to apply the course content to a real-life **project** focusing on consumer behavior in emerging markets. Additionally, the students will discuss current international developments which are relevant to the Thai economy and other countries in South-East Asia.

## **Learning objective:**

After this course, students will improve in

- identifying challenges in international business,
- understanding complexities introduced by cultural differences and peculiarities of emerging markets
- structuring complex international business and marketing issues,
- conducting research to solve specific challenges in international marketing through relevant secondary data sources and primary research,
- organizing teamwork in culturally diverse teams, including communication and presentation skills, and
- developing critical thinking and defending their developed arguments in written format.

## **Teaching methods:**

The course integrates various teaching methods, such as lectures, discussions, guest speakers, company visits and a group project. A substantial classroom discussion is encouraged and expected. All students are required to work on a group project during the summer school. To this end, the course will also include individual coaching sessions with each group to guide students in their development of the final projects.

**>> Attendance throughout the course is mandatory. <<**

### Pre-course assignment:

For WU students, there will be a written, closed-book exam (one hour; 23.05.2017, 16:00, TC.0.03 Wiener Städtische Hörsaal). The exam will consist of short-essay questions covering the following chapters from the book: Schlegelmilch, B.B. (2016). Global Marketing Strategy - An Executive Digest, Springer: New York, forthcoming.

- Chapter 1: Marketing: A Global Discipline
- Chapter 2: Assessing Global Market Opportunities
- Chapter 3: Entering Global Markets
- Chapter 4: Segmentation, Targeting and Positioning in Global Markets
- Chapter 5: Creating Product and Service Offers

### Course contents and schedules:

#### Week 1

Date	Topic	Instructor
July 10, 2017 09.00 – 11.00	<b>Welcome Speech</b> <b>Welcome Session &amp; Team Building</b>	- Dr. Pipop Udorn, Dean, TBS - Prof. Bodo B. Schlegelmilch - Asst. Prof. Dr. Orapan Yolrabil, Associate Dean for International Affairs
July 10, 2017 12.00 – 14.00	<b>Depart from Hotel for lunch and visit C asean</b>	
July 10, 2017 14.00 – 17.00	<b>Business Environment in Thailand</b> <ul style="list-style-type: none"><li>- History, political system, immigration patterns</li><li>- Thai economy, foreign investment in Thailand, Thai investment overseas</li><li>- Thai business culture</li><li>- Thai trading relationships</li></ul>	- Asst. Prof. Dr. Karndee Leopairote, Managing Director, c-asean
July 12, 2017 09.00 – 13.00 (Lunch)	<b>Consumer Behavior in the Thai context</b> <ul style="list-style-type: none"><li>• Consumer behavior and consumers' culture in Thailand</li><li>• Symbolic consumer behavior (values, personality and lifestyle)</li></ul> Consumer decision making	- Assoc. Prof. Dr. Kritsadarat Wattanasuwan
July 12, 2017 14.00 – 17.00	<b>Marketing Research &amp; Project Briefing</b> <ul style="list-style-type: none"><li>• Marketing research process</li><li>• Research designs in market research</li><li>• Project Briefing</li></ul>	- Prof. Bodo B. Schlegelmilch
July 13, 2017 09.00 – 12.00 (Lunch)	<b>Dimensions of Global Marketing</b> <ul style="list-style-type: none"><li>• Dimensions of globalization</li><li>• Global competition</li><li>• Value drivers and the resource-based-view of the firm</li></ul>	- Prof. Bodo B. Schlegelmilch
July 13, 2017 18.00 – 21.00 (Dinner)	<b>International Cultural Event</b>	- Asst. Prof. Dr. Orapan Yolrabil - Prof. Bodo B. Schlegelmilch
July 14, 2017 09.00 – 13.00	<b>Balancing Adaptation and Standardization</b> <ul style="list-style-type: none"><li>• Contravening forces: global rationalization versus local responsiveness</li><li>• Environmental barriers to global standardization</li><li>• Developing "glocal" strategies</li></ul>	- Prof. Bodo B. Schlegelmilch

## Week 2

Date	Topic	Instructor
July 17, 2017 09.00 – 13.00 (Lunch)	<b>Cross-Cultural Management</b> <ul style="list-style-type: none"> <li>• Foundations of cross-cultural management</li> <li>• Analyzing different layers of culture</li> <li>• Cultural studies of Hofstede, GLOBE etc.</li> </ul>	- Asst. Prof. Dr. Patnaree Srisuphaolarn
July 19, 2017 09.00 – 13.00 (Lunch)	<b>Marketing Research Methods</b> <ul style="list-style-type: none"> <li>• Qualitative Research Methods</li> <li>• Quantitative Research Methods</li> <li>• Conducting Primary Data research</li> </ul>	- Dr. Katerina Makri
July 20, 2017 09.00 – 13.00 (Lunch)	<b>Branding &amp; Communication Strategies I</b> <ul style="list-style-type: none"> <li>• Branding process</li> <li>• Branding strategy</li> <li>• Branding activation</li> </ul>	- Dr. Nopporn Ruangwanich
July 20, 2017 13.00 – 16.00	<b>Branding &amp; Communication Strategies II</b> <ul style="list-style-type: none"> <li>• Roles of integrated marketing communication</li> <li>• Effectiveness of brand communication</li> <li>• Global media challenges in emerging markets</li> </ul>	- Dr. Nopporn Ruangwanich
July 21, 2017 09.00 – 13.00 (Lunch)	<b>Product Management in Emerging Markets</b> <ul style="list-style-type: none"> <li>• Product strategies in practice</li> <li>• Product management in emerging markets</li> </ul>	- Asst. Prof. Dr. Aurathai Lertwannawit

## Week 3

Date	Topic	Instructor
July 24, 2017 09.00 – 13.00 (Lunch)	<b>Management of Marketing Research Projects</b> <ul style="list-style-type: none"> <li>• Translating theory into practice</li> </ul>	- Dr. Katerina Makri
July 25, 2017 14.00 – 18.00	<b>Distribution &amp; Supply Chain Strategies</b> <ul style="list-style-type: none"> <li>• Global supply chains</li> <li>• Distribution networks</li> <li>• Channel management</li> </ul>	- Asst. Prof. Dr. Santichai Kotcharin
July 26, 2017 14.00 – 17.00	<b>Corporate Visit to “The Classic Chair Company”</b> <a href="http://classicchair.com/about">http://classicchair.com/about</a>	- Asst. Prof. Dr. Orapan Yolrabil - Dr. Surat Teerakapibal - Dr. Katerina Makri
July 27, 2017 09.00 – 13.00 (Lunch)	<b>Pricing in International Marketing</b> <ul style="list-style-type: none"> <li>• Global pricing strategies</li> </ul>	- Dr. Surat Teerakapibal
July 28, 2017 09.00 – 13.00	<b>Management of Marketing Research Projects &amp; Final Presentations</b> <ul style="list-style-type: none"> <li>○ Closing</li> <li>• Feedback session</li> </ul>	- Dr. Katerina Makri - Dr. Surat Teerakapibal

### Criteria for successful completion of the course:

There are various individual and group components, which make up your final grade. Students will be assessed on their:

- Ability to understand the strategic issues related to international marketing and management
- Performance in the exam
- Active participation in class
- The quality of the project report and presentation – i.e. the analytical strength, clarity and persuasiveness of the work.
- Peer review, i.e. the ability to work in teams.

Individual components	WU Students	TSB Students
• Written exam	30%	--
• Active involvement in class (including in quizzes/assignments)	10%	20%
• Peer review	10%	10%
<b>Group components</b>		
• Presentation of group project	25%	35%
• Written report	25%	35%

### Grading scheme:

The following evaluation scheme is applied for the course:

Grade	Points
1	90 and above
2	89-80
3	79-70
4	69-60
Failed	below 60

*Remark: Students' attendance is mandatory in all classes except in cases of illness.*

### Course literatur:

Schlegelmilch, B.B. (2016). Global Marketing Strategy - An Executive Digest, Springer: New York, Springer International Publishing, Switzerland.

### Course material:

The instructors will use a variety of teaching methods comprising readings, lectures, case analysis, videos, class exercises, current events discussions, guest speakers, and a team project.

### Further readings:

Bradley, N. (2010) Marketing Research: Tools & Techniques, Oxford, 2<sup>nd</sup> Edition.

### Individual work packages (in detail):

#### 1) *Active involvement in class*

**Class participation:** All students are expected to regularly and actively participate in class discussions. The components of participation comprise: 1) attendance, 2) asking relevant & thoughtful questions, 3) making relevant & thoughtful comments, 4) generally being an active and engaged student (e.g., during in-class exercises/discussions and group activities).

Preparing for class ahead of time by completing assigned readings and/or preparing the cases is an essential prerequisite for effective class participation. All students will be evaluated after each class

session on the quality of their contribution to class discussions. Quantity is no substitute for quality and irrelevant or disruptive comments may hurt your participation scores.

**Case write-ups, in class quizzes/assignments:** Case discussions will comprise a major component of the course and students will be required to prepare a short (1-2 pages, single spaced) written analysis for each case. The analysis should include three elements: 1) Identify and define the most important problems or issues and explain why they have arisen, 2) present at least two alternatives for addressing them, 3) recommend one of the alternatives and provide justification. The main objectives of these analyses are to ensure that students have read and analyzed each case prior to class, and are prepared to contribute actively to class discussion. Case write-ups will be collected and graded for a randomly chosen subset of the cases. These cases will not be identified ahead of time so students should prepare each write-up as if it were being collected and graded.

Instructors may also assign short homework or in-class assignments, or quizzes, based on lecture materials, assigned readings, or other activities completed in class. Any quizzes/assignments (beyond those listed in the syllabus) will be announced in advance to allow sufficient preparation time.

## **2) Peer review**

Each team member is required to submit a peer rating form. This form is to contain an evaluation of each team member and will be kept in strict confidentiality.

The peer rating is based on a total awardable point base of 100 points for all team members other than yourself. You should award the 100 points among your team members based on a consideration of the following:

1. Willingness of the individuals to carry out jobs assigned.
2. Ability of the individual to meet deadlines.
3. Cooperation with other team members.
4. Quality of the individual's work.
5. Individual's overall contribution to case reports and completion of the group project.

## **3) Group project – conducting marketing research**

The objective of this project is to provide you with experience in developing a questionnaire, dealing with cultural differences and understanding emerging market peculiarities. The objective is to understand consumer decision making in emerging markets with regards to pre-specified products. The assignment will require a written report about your findings and a group presentation, as described below.

**3.1.) Report Requirement:** Based on your analysis (described below), a report of no more than 20 pages, double-spaced (not including appendices) should be drawn up. It should cover the following topics:

3.1.1) **Executive summary:** This summary is written with the firm's CEO in mind. Assume that she/he cannot read the whole report because of other duties. Therefore, this summary must encapsulate, in one page, the results of your research, major conclusions, and recommended actions.

3.1.2) **Methodological approach:** In this section, describe your methodological approach and provide a rationale for why this type of research is the most suitable. Provide details on your sample and the data collection process.

3.1.3) **Marketing strategy recommendation:** This section will cover your recommended elements of your marketing mix and overall strategy. Given your findings concerning consumers decision making – how should the respective product best be marketed in Thailand? (4 P's, STP etc.)

3.1.4) **Summary:** Close your report with a short summary of your most important findings and recommendations. Especially, try to draw a comparison here between Austrian and Thai consumers.

**3.2.) Group Presentation:** Depending upon the class size, each group will be allotted 30-45 minutes (inclusive of Q&A) to present the results of their research. The evaluation criteria for this portion of the assignment will be rated as follows:

**Presentation content** (5= Outstanding/ 1 = Unacceptable)

- Cohesive/well organized/logical flow \_\_\_\_\_
- Comprehensive/addressed the major Issues \_\_\_\_\_
- Purpose and direction of presentation were made clear \_\_\_\_\_
- Conclusions and Recommendations logically followed from analysis \_\_\_\_\_
- Overall persuasiveness \_\_\_\_\_

**Presentation style**

- Presenters knew the material \_\_\_\_\_
- Presenters were professional in their appearance and style \_\_\_\_\_
- Presenters demonstrated conviction/enthusiasm for the topic \_\_\_\_\_
- Use of visual aids contributed to audience's understanding \_\_\_\_\_
- Team fielded questions adequately \_\_\_\_\_