

VESALIUS COLLEGE

BUS 232E MARKETING IN EUROPE

Syllabus Summer 2008

Instructor: Geoff Gibas

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Office hours: Monday and Friday by appointment.

Read and re-read this syllabus very carefully.

Failing to read the syllabus may influence your grade negatively in borderline cases.

This syllabus may be modified by the instructor.

Course description:

This course analyses the role of marketing in creating customer satisfaction with particular reference to the cultural background of Europe. Discusses the importance of market segmentation, targeting and positioning, starting from understanding customers' needs and translating these into superior perceived value, quality and service for the target market, looking at national differences. Illustrates how to compose an effective marketing program and stresses the application of concepts through the use of European case studies.

Special emphasis will be placed on case study methodology and practice.

Course objectives:

Marketing 232E is designed to help students understand the art and science of Marketing as it is applied in Europe. Students will be encouraged to relate to the theory through real-life examples. This will be supplemented by the examination of both published case studies and through a "live case study" visit programme. By the end of the course students should be able to describe and illustrate the fundamentals of marketing such as :

- how marketing should be adapted to the nuances of Europe
- how marketing fits into general management
- the importance of customer orientation
- the role of brands
- how to develop the marketing mix (including product development, pricing strategy, distribution management and mass communication such as advertising and public relation)
- how to create long-term business

Text and readings:

The students will be provided with a course reader containing the case studies to be examined. Should students wish to refer to a standard text then they are highly recommended to read

Marketing Management 12/e by Philip Kotler & Kevin Keller ISBN 013145578
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Additional recommended reading:

The Global Market: Developing a Strategy to Manage Across Borders
Edited by John A. Quelch, Harvard Business School
Edited by Rohit Deshpande, Harvard Business School
ISBN:978-0-7879-6857-1 ©2004

BUZZEL, QUELCH and BARTLETT. Global Marketing Management. Addison
Wesley, 4th edition.
ISBN 0201539721

DE ROUFFIGNAC, Peter D. How to sell to Europe. Pitman Pub. Ltd., 1990.
ISBN 027303149X. Hardcover.

HERBIG, Paul A. Handbook of Cross Cultural Marketing. Harworth Pr., 1997.
ISBN 078900285X. Paperback, 375 pp.

Jean-Claude International Marketing Usunier. Marketing across cultures. Prentice
Hall, 1996. ISBN
0132361752. Paperback, 496 pp.

JEANNET, Jean-Pierre, GALE, Christopher and KASHANI, Kamran. Cases in
International
Marketing. Prentice Hall, 1994. ISBN 0130374741. Paperback.

HILL, Richard. We Europeans.
HILL, Richard. Euro Managers & Martians

Students are also encouraged to read the business press, especially special sections on
marketing

Time and place of class:

Classes will be held at the following times:

To be confirmed:

Preparation for class and attendance:

All assigned case material should be read before attending class. Class participation is
encouraged . Given the amount of material to cover it is very important for students to
understand that class time will be used to develop the case analyses.
Corporate visits will be organized wherever possible. Attendance is mandatory.

Quizzes may be organized.

Written work through case studies

Case studies will be distributed in class to be analysed and presented during the course. (schedule to be established at the beginning of the semester);

The penalty for late written work is one grade-point per day. Computer and printer problems are no valid excuse for handing in work late.

Homework which is one week overdue will not be accepted.

Examinations:

The exams will be based on a mix of theory and practice. The basic concepts of marketing will be examined through the analysis of case studies.

Written work should be submitted on or before the date specified in the syllabus. Examinations should be taken at the dates specified. If you will not be able to take an examination or to submit written work on time, notification in advance or as soon as possible is required. Makeup examinations are discouraged and will be allowed only in extreme emergency, which must be documented by a physician or college official.

Grading:

The final grade for the course will be calculated on the following weighting:

Case work	45%
Participation, quizzes	14%
Attendance	6%
Final Examination	35%
Total	100%

Grading scale:

The grading scale is:

A	>85
A-	81-84
B+	77 -80
B	73-76
B-	69-72
C+	66-68
C	62-65
C-	58-61
D+	54-57
D	50-53
F	anything below 50/100

Academic Honesty:

Each instructor at Vesalius College is responsible for ensuring proper conduct in his or her classes. The Catalogue has a section on academic honesty that students should read before continuing.

The responsibility for preventing cheating belongs both to students and professors. Severe punishment will be inflicted on anyone caught cheating. Students' responsibility, besides maintaining a high standard of personal honesty, includes taking precautions to prevent others from copying their work. Cheating and plagiarism cases will be communicated in writing to the Associate Dean for Academic Affairs and submitted to the Student Conduct Committee for disciplinary action.

COURSE SCHEDULE**Session 1**

Marketing Briefing
Gibas Box Model

Session 2

Cultural Differences in Europe Richard Hill author of "We Europeans"
case study analysis

Session 3

Case1: Stella Artois in the UK

Session 4

company visit
IP Media

Suzy De Vos
International Sales Manager
IP Network

+ visit RTL Studios

Session 5

case study analysis
Case 2: L'Oreal (A) Fighting the shampoo battle

media analysis

Session 6

Guest Speaker
Duane Schultess
Manager Relations & Sales
Wall Street Journal Europe

Session 7

case study analysis
Case 3: Burberry
consumer behaviour

Visit:

Rodolphe de Lox Conswaren
Secretary General
Brewers of Europe

Session 8

company visit

Paul Baeyaert
Vice –President
Weber Shandwick General Manager
Carat media buying company

Session 9

marketing and regulatory affairs

Session 10

Customer service exercise

Session 11

Visit :
Mike Joubert
Vice-President Marketing – EMEA
Levi Strauss

case study analysis
Case 4: DHL Worldwide Express
services industry

Session 12

company visit VI
General Manager
Citibank
Case 5: Citibank

Session 13

final exam

CASE LIST (to be confirmed)

- Case1: Stella Artois in the UK
- Case 2: L'Oreal (A) Fighting the shampoo battle
- Case 3: Burberry
- Case 4: DHL Worldwide Express
- Case 5: Citibank