

4478 Marketing for Emerging Markets – Syllabus Summer Semester 2023



Instructors

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Contact details

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Dates

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Online Unit

Contents

This course is designed to provide students with an in-depth understanding and appreciation for the emerging markets and its consumers. The module delivers research-led, contemporary discussions on how emerging markets become the biggest drivers of the changing global economic reality under which multinational corporations now operate. The module will also provide opportunities for detailed investigations on selected emerging market regions, including Southeast Asia, the Middle East, South Americas and Eastern Europe.

Learning outcomes

On completion of the module, students are expected to:

- Identify the various characteristics of emerging markets and how they may differ from the developed markets counterparts
- Understand the challenges and opportunities that marketers face when they operate in emerging markets, and assess the potentials of emerging markets for market entry
- Critically evaluate the applicability of international marketing theories within the context of emerging markets
- Formulate viable strategic marketing plans for firms that are both operating and seeking to operate within the emerging markets' business environment
- Develop advanced skills in oral communication through class participations and group presentation; and further critical skills through individual research and reflective exercises

Attendance requirements

Please note that the first and last session are mandatory. If you do not attend the first session, you will be de-registered from the course. In order to obtain a grade for the course, students must attend at least 80% of the course. An absence of 4 hours (1 session) is permitted.

Teaching/learning method(s)

This course will be imparted through:

- Interactive lectures will focus mainly on theory. However, a strong emphasis is placed on student research and participation in class discussions.
- Case studies (text and video formats) will encourage students to apply theory to real-life situations faced by firms operating in emerging markets. -

Assessment



• Individual class attendance and participation (20%)

Students will be assigned a set of questions to answer in relation to the case studies and daily essential readings. This makes class discussion more substantial and enables students to obtain marks for class participation. Students must prepare ahead of class to ensure higher performance.

• Group presentation (30%)

Students will be working in groups (4-5 persons in each group) to present a marketing plan to launch an Austrian product in China. Products may include one of the following:

- Manner Wafers
- Swarovski
- Julius Meinl Coffee
- Vienna Philharmonica

There are a number of key points you must pay attention to as you prepare your presentations:

1. The presentations will last 25 minutes, with an additional 10 minutes dedicated to questions and discussion around the topic. The presenting team will be assessed on the basis of their presentation and the quality of their responses to questions.
2. The format of the assessed presentation is entirely up to you but must be interactive – be as creative as you like, but you must ensure you cover the main theoretical material and demonstrate its application/use in marketing practice in emerging markets. You could also show videos or introduce other relevant activities. Use your imagination to bring your topic to life in a thoughtful way. You will be assessed on this aspect of the presentation.
3. All presentations must be using Microsoft Powerpoint only, and you must submit your slides to your tutor before your presentation.
4. Free riders will not be tolerated. A formal peer evaluation process will be introduced in cases where there an individual fails to display collaborative competence to achieve group objectives

Individual essay (50%)

Students are required to produce a 2000-words individual essay on the following:

'Superior marketing in emerging market is all about tapping into the most affluent tier of customers in emerging-market-cities such as Delhi, Shanghai, Rio de Janeiro and Moscow.'

Critically discuss this statement in the light of relevant academic literatures and your own reflections of the group presentation.

Key points to note in relation to the essay:

1. Information as to when the essay is due will be announced in due course. Please submit your Microsoft Word document to s.awanis@lancaster.ac.uk and imm@wu.ac.at
2. In order to answer the question fully, you must provide a discussion using the academic literature. You are expected to build on your presentation work, but to also find additional material, e.g., news report, statistical information from databases.
3. You are expected to integrate both academic and non-academic sources where appropriate.
4. The word limit is 2000 words. There will be penalties for essays exceeding this word limit.
5. Essays must conform to the following format: Times New Roman Font; 12 point font; double spaced; Margins 2.5 cm; page number at the bottom; no other headers or footers.
6. No extensions will be allowed for the submission of coursework except in the case of certified illness or another substantial cause.

Total 100%

Recommended Readings:



Nirmalya K. & Steenkamp, J-B., (2013) Brand Breakout: How Emerging Market Brands Will Go Global.

Tarun Khanna and Krishna G. Palepy (2010) Winning in Emerging Markets: A Road Map for Strategy and Execution.

Cavusgil, S. T., Ghauri, P. and Akcal, A. (2013) Doing Business in Emerging Markets.

Dawar, N. and Chattopadhyay, A., (2002) Rethinking Marketing Programs for Emerging Markets, Long Range Planning, 35(5) 457-474.

London, T. and Hart, S.T., (2004) Reinventing Strategies for Emerging Markets: Beyond the Transnational Model, Journal of International Business Studies, 35(5) 35-370.

Sheth, J., (2011) Impact of Emerging Markets on Marketing: Rethinking Existing Perspectives and Practices, Journal of Marketing, 75(4), 166-182.

Databases

Global Insight (Euromonitor International) – www.euromonitor.com

Global Edge (Michigan State University) – www.globaledge.msu.edu

The cases for this course will be available to buy at the IMM Institute prior to course begin, you will be notified by e-mail beforehand. Please read them before the course starts!