



Marketing in the EU

Department of Corporate Economics, MPH_AMEU

Thu 12:00–13:50 VT204

Autumn 2018

Lecturers:

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Individual office hours is possible to arrange via e-mail

Course Description

The entrepreneurial environment of the European Union is highly competitive and many aspects of entrepreneurship are guided and regulated through common policies set out by the integrated countries. On the other hand even despite the obvious impact of globalization and integration, entrepreneurs come to terms with a range of different national, regional and local specifics that significantly influence entrepreneurial activity. The course focuses on the development of basic marketing skills of prospective managers and employees of companies engaged in international business environment.

The course teachers will try to present the up-to-date knowledge and practical examples from the EU market in order to help students stay informed and develop analytical and observational skills.

Topics to be covered throughout the semester (following order can be changed during the semester)

1. Introduction to the subject of marketing in the EU
2. The EU environment
3. Cultural environment in the EU, cultural dimensions and marketing
4. Consumer and Customer behavior on the EU market
5. International marketing research and MIS
6. Entrepreneurship in the EU and the Rise of the creative class, Medici Effect
7. Marketing strategies on the EU market, strategies for startups
8. Segmentation and positioning on the EU market; How startup companies can position themselves

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9. Marketing product and the EU; Innovation and creativity
10. Marketing price and the EU
11. Marketing place and distribution and the EU
12. Marketing promotion and the EU
13. Startup market in the EU, startup companies- life cycle, clusters development and future perspective

Course Goals

Students who complete this course successfully will be able to:

- Understand specifics of marketing within the EU market;
- Apply various techniques of marketing management in the international environment, especially methods and techniques of environmental analyses;
- Be aware of the specific use of marketing methods, techniques or tools
- Understand different conditions of individual EU member countries resulting from either cultural differences, different legislation or particularities of the environment;
- Seek opportunities and to spot threats in areas in which they do not appear in the home market and use the results of the environmental analyses to make marketing decisions with regards to the marketing mix applied in European Union markets.

Required Texts, Materials, or Equipment

Required literature

- USUNIER, Jean-Claude and Julie Anne LEE. **Marketing across cultures**. 4th ed. Harlow: Prentice-Hall, 2005. xx, 573. ISBN 0273685295
- **Any additional pdf material** that will be provided by lecturers during the semester, referring to the specific topic

Recommended literature

- LEE, K. and S. CARTER. Global marketing management. 3rd ed. New York: Oxford University Press, 2012. 592 pp. ISBN 978-0-19-960970-3
- KOTABE, Masaaki and Kristiaan HELSEN. Global marketing management. 5th ed. Hoboken: John Wiley & Sons, 2010. xxiii, 725. ISBN 9780470381113
- ONKVISIT, Sak and John J. SHAW. International marketing : strategy and theory. 5th ed. London: Routledge, 2008. xxiv, 710. ISBN 9780203930069
- BRADLEY, Frank. International marketing strategy. 5th ed. Harlow: Prentice-Hall, 2005. xxvii, 408. ISBN 0273686887
- KOTLER, Philip. Principles of Marketing. 4th European ed. Harlow: Prentice-Hall, 2005. xxxiv, 954. ISBN 0273684566
- SOLOMON, Michael R., Gary BAMOSSY and Soren ASKEGAARD. Consumer behaviour : a European perspective. 2nd ed. Harlow: Prentice Hall, 2002. xxiii, 630. ISBN 027365182X

Daily Work/Homework

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The course proceeds in a form of lectures and consultations with **the active involvement** of students. During the class, the participation and the activity will be highly valued and might play a major role during determining the final grade. The emphasis is put on the individual work of group of students (seminar work) solving concrete marketing problem in the form of project and presentation of the results of project.

Major Assignments: Descriptions

PROJECT -Market report

Project is a team work that will be on-going throughout the whole semester.

What is the project about?

The project can have one of the following concepts:

- 1. Analysis** of one or several EU market/markets. The stress is on defining market specificities, characteristics, using the tools such as PESTLE analysis or any other tool suggested by students and relevant and applicable to reach the goal. The goal is to also present cultural and/or legislation and/or other peculiarities of the analysed market(s).
- 2. Comparative analysis** of two markets in the EU or analysis of one market in the EU and other outside the EU. This topic is similar to the previous one, except that it includes the comparative analysis of two markets. The emphasis is on describing the cultural, legislation, general differences between the markets by using some of the existing tools (e.g. PESTLE).....see example uploaded in the IS: Garattini, L., & Tediosi, F. (2000). A comparative analysis of generics markets in five European countries. *Health policy*, 51(3), 149-162.
- 3. Marketing management problem** which includes market entry, communication strategy, and pricing strategy. This needs to be in the form of analysis of and for some concrete company.
Examples: drivers (opportunities) and barriers (risks) of market entry to XXX for company (product) YYY, comparison of market segments in country AAA and country BBB, marketing strategy (7 „Ps“) for product (company) YYY entering market XXX, communication strategy for product (company) YYY entering market XXX.
- 4. Developing start-up business in the EU.** Analysis of a startup market in the EU (or particular country) and how startup companies can develop their business activities and build the marketing strategy. What are the communication challenges, how customers can be engaged and attracted, how to collect funds for marketing activities, etc.

What should I do first?

1. Form a team: 2-4 people
2. Pick the topic
3. Consult your teacher about the topic

What are the steps in product development?

- Once you pick the topic, you will be working on the first draft at home with your team
- REGISTER IN THE IS FOR THE DRAFT AND FINAL PROJECT PRESENTATION!!!!!! (only 1 person per team – registration deadline is 15th October 2018!!!)
- Draft presentation
- Consultation with lecturers and further team work based on the feedback to complete the final project

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- Final project word document and final project presentation

When the Draft presentation is and what should it include?

The draft presentation will be in 5th, 6th and 7th week of the semester. The ppt presentation should be uploaded by one member of the team 24 hours before the presentation date. All that is required from student is a **ppt presentation** NOT the word document.

The draft includes:

- Exact topic explained and elaborated (in case you will have the particular example, give some basic information about the company, country or whatever the example is)
- The main goals
- The plan of the future analysis and development of the project (what exactly are you planning to do, how will you collect and analyze the data, what tools for analysis will you use, etc.)

When the Final presentation is and what should it include?

The final presentation should be delivered during 10th, 11th, 12th or 13th week. It is the presentation of your final work project and it should be delivered together with structured **word document of your project. The final word document and the ppt presentation should be uploaded a day before your presenting day.**

Final work includes:

Chapter	Number of pages
Introduction (problem area description, who, for whom,...)	1-2 pages
Theoretical overview (what are the recent findings from your problem area, what is the definition of terms and topics that are related to your project)	4-6 pages
Concrete objectives specification	11-20 pages
Data collection (how exactly did you collect the data, what methods you used)	
Data analysis (what tools did you use to analyze the data)	
Results (overall results)	
Suggestions, discussion and conclusion (your overview and interpretation of the results)	3-6 pages
Limitations (what were the limitation of your research)	1 page
Schedule of tasks (short report on who did what from the team, you can include this as a short chapter in your work)	
References! Harvard Citing Style http://www.citethisforme.com/harvard-referencing	n/a

Every person in a team is expected to deliver at least 10 pages of the text – size 12, max. 1,15 line spacing and with references in the text.

What will be evaluated in my work?

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1. Quality of the project
2. Validity of the information
3. References MUST be included both in text and in the end as a list of references
4. Structure of the work
5. PPT presentations should be rich in both content and the way of presenting
6. All team members have to present

DO NOT:

!!! deliver document in pdf – if yes, 1 point minus to the evaluation

!!!! SWOT analysis – if you do not dispose with data and information about the company – 2 points minus to the evaluation

!!!! analyse marketing of some firm!!!

DO:

!!!deliver document in Word

!!!references both in the text and at the end of the text – if not 2 points minus

!!!Authorship of the chapters (paragraphs) must be clear – if not 1 point minus

EXAM

Final 10- question exam from the literature (PPT presentations) and topics we cover during the semester. The exam consists of 8 multiple choice question and 2 short open questions (not essay).

Organized during the 10th week.

Class Participation

The language of the course is English. Students are obliged to participate actively in the class. Lecturers expect from students to think critically about the themes, comment, ask, discuss or analyze any topic that is brought up in the classroom. In addition, students will have the chance to participate in some group in-class activities or work and discuss on case studies either individually or in group. All interactions in class will be civil, respectful, and supportive of an inclusive learning environment for all students. If there are any concerns about classroom participation and classroom dynamics, students are free to speak to their lecturers.

Course Grading

Statement of Grading Approach or Philosophy

The course finishes with a short test. Students are required to work on their project during the semester, be present during the lectures and seminars and actively participate. Quality of project makes 80% of the assessment, the rest is based on the result of the test and in-class activity. The solution of a case study (studies) could be used as substitution - based on the information given by teacher during the first week of education. In order to pass the course, students need to collect 60%.

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Explanation of Grading System

- Exam= 10%
- Project= 80%
- text in Word (NOT PDF): **All sources - references - MUST BE INTRODUCED BOTH IN THE TEXT AND IN THE END OF TEXT OF PROJECT!!!! (for Word file) – if not 1 point minus for the project**
- Class Participation and additional activity = 10%

Sample Grade Cutoffs

A	90 – 100%	Excellent. Comprehensive knowledge and understanding of the subject matter.
B	83 – 89%	Very Good. Comprehensive knowledge and understanding of the subject matter.
C	75 – 82%	Good. Moderately broad knowledge and understanding of the subject matter.
D	67 – 74%	Satisfactory. Reasonable knowledge and understanding of the subject matter.
E	60 – 66%	Marginal. Minimum knowledge and understanding of subject matter.
F	Below 60%	Failing. Unacceptable level of knowledge and understanding of subject matter.

Course Policies and Information for Students

ATTENDANCE POLICY

Attendance on the lectures and seminars is not compulsory – except presentations. However, there is no other way to get additional points for in-class activity but to be present during the lectures/seminars.

PENALTIES FOR LATE WORK and REQUESTS FOR EXTENSIONS

Students must respect deadlines. They are created according to the abilities of University students and are applicable to all. Delivering required work after the deadline will lead to losing points (1 day= minus 2 points). This mostly refers to the group work.

In case students need to extend the date, they need to inform the lecturer in advance and explain the valid reason for such situation.

POLICIES ON MISSED EXAMS, MAKE-UP EXAMS OR QUIZZES

Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate a disciplinary action, which might lead to the termination of the studies.

REQUESTS FOR INSTRUCTOR FEEDBACK ON DRAFTS AND REQUESTS TO REVISE

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Students can, at any time during the semester, ask lecturers for feedback, advice, suggestion or revision of their on- going work. This is done either during the seminars, office hours or via email.

Disclaimer

The instructor reserves the right to make modifications to this information throughout the semester.

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Date	Topics/Assigned Readings/Homework	Major Assignments and Deadlines
20 th September 2018	Introduction: outline of the course, tasks, deadlines, explanation of project, basic facts about the EU – some important sources, e.g. Week in the EU – finding important info for marketing decision making	-
27 th September 2018	EU environment – analyses (PESTLE, PORTER’s five forces, Value chain analysis – if possible.... Reading: Charmaine, B. et al. (2017). The European Insurance Industry: A PEST Analysis, <i>Int. J. Financial Stud.</i> , No. 5, pp. 14 -34. Bakery and Bake off market study – chapter 2 + chapter 6 (Porter’s five forces Rodrigo, L., Grijalvo, M. and Palacios, M. (2016). The Photovoltaic Sector Analysis PEST . In Proceedings from the International Joint Conference 2016, San Sebastian, pp. 483-490. Tomšík, P. (2002). Enviromental analysis in the winergrowing industry. <i>Agricultural Economics – Czech</i> , Vol. 48 , No. 7, pp. 298–302.	
4 th October 2018	Another web links + overview of the PESTLE, Porter and other analyses + Segmentation and positioning on the EU market; How startup companies can position themselves EU member countries – statistical offices: https://ec.europa.eu/eurostat/web/links Reading: Di Vita, G., Chinnici, G., & D'Amico, M. (2014). Clustering attitudes and behaviours of Italian wine consumers. <i>Calitatea</i> , 15(S1), 54. López-Guzmán, T., Vieira-Rodríguez, A., & Rodríguez-García, J. (2014). Profile and motivations of European tourists on the Sherry wine route of Spain. <i>Tourism Management Perspectives</i> , 11, 63-68. Bakery and Bake off market study – chapter 5 + chapter 7 + chapter 9 (Segmentation...)	
11 th October 2018	How to write project – report correctly	
18 th October 2018	Presentation of projects – DRAFT	DRAFT
25 th October 2018	Presentation of projects – DRAFT	DRAFT
1 st November 2018	Presentation of projects – DRAFT	DRAFT
8 th November 2018	NO LECTURE!!!! WORKING “AT HOME”	

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15 th November 2018	Beer case studies Culture and consumer behavior Reading: Time for a beer. SABMiller report. Hall, T. M. (2003). Pivo and pohoda: the social conditions and symbolism of Czech beer-drinking. <i>Anthropology of East Europe Review</i> , 21(1), 109-126. Smith, D. E., & Mitry, D. J. (2007). Cultural convergence: consumer behavioral changes in the European wine market. <i>Journal of Wine Research</i> , 18(2), 107-112.	
22 st November 2018	SHORT EXAM TEST + Presentation final	EXAM TEST + FINAL
29 th November 2018	Dušan Presentations final	FINAL
6 th December 2018	Dušan Presentations final	FINAL
13 th December 2018	Dušan Presentations final	FINAL