

Marketing 570

# International Marketing 2018

Instructor: Robert Pollack

Spring 2018

Foster School of Business  
University of Washington

# **Foster School of Business University of Washington**

**Marketing 570: International Marketing 2018  
Instructor Robert Pollack**

## **Course Syllabus**

### ***International Marketing as an elective?***

**“I want to paint the outside of the new 747-8 red-orange not the typical Boeing blue. I call the color sunrise red.” This was my first sentence to the GM of our business.**

**The general manager of the Boeing Commercial Aircraft business looked at me like I had lost it. But he humored me for a moment before saying no. Why “sunrise red” he asked. So I explained.**

**“The largest potential markets for the new 747-8 are in China, North and South Asia.**

**In India, for example, if there is any color that symbolizes all aspects of Hinduism it is Saffron, the color of fire. Fire burns away the darkness and brings light and it is symbolic of knowledge burning away ignorance.**

**In China the color red symbolizes good fortune and joy. A red envelop is a monetary gift given during Chinese holidays. The red packet means good luck.**

**Using sunrise red for the 747 would be a symbol of respect and good luck to the cultures with the greatest potential to buy the airplane.”**

**He looked at me with a questioning smile and said while my reasoning was sound, blue was the company color and we were not going to change it.**

**On the next page are pictures of the new 747-8.**



## Course Syllabus

### **International Marketing as an elective? *continued***

The general manager at that time retired shortly after this discussion and I decided to try again with the new leader, Jim Albaugh. He was skeptical as well but he agreed to go ahead and try it. The airplane had not been selling as well as hoped and maybe this would give the aircraft a needed boost.

### **International Marketing 2018**

Marketing at a global level is about understanding that your market can be anywhere and everywhere.

And to succeed globally means learning the key “customer insights” of each major market and applying tactics that will resonate on a local level.

What might work wonderfully in Japan might fail miserably in Korea.

But just as easily what works in China can work equally well in Canada, Brazil and the United States. The iPhone is a wonderful example of the same product selling well everywhere and responding to similar marketing techniques.

There are no precise rules in International Marketing but there are processes and concepts that when utilized, and followed, will greatly enhance the chances of your product or service succeeding.

A terrific marketer in the US market may fail miserably in a position with global responsibility. What works in Chicago may or may not work with a consumer in Taipei.

International Marketing is about learning the process of how to apply marketing techniques in many markets simultaneously. It's about asking the right questions and determining customer values in your major markets, which can lead to higher revenues and profitability for your company.

# ***What will you learn in this course?***

**This course provides a practical approach to international marketing management.**

**It will focus on..**

The scope and challenges of marketing on a global level

Global vs local. Understanding the global market environment, What matters to customers and how to marginalize competitors in one market or many.

How trade policies can affect your marketing plans and your potential success.

How differing cultures and values can impact key components of your marketing mix.

Assessing global markets. Doing market research on a global scale with the use of customer journey mapping

Defining “value” and determining which markets can lead to the greatest opportunities for your business.

Assessing the impact on global marketing of the new Trump administration.



## What will you learn in this course?

**This course provides a practical approach to international marketing management.**

It will focus on ..

Crafting global objectives, strategies, tactics and metrics .. that will motivate and energize customers to your brand.

- .. Establishing a global brand
- .. Products and services for global markets
- .. Approaches to international pricing
- .. Distribution and sales management in markets

Marketing Communications on a Global scale Social media .. It just became much tougher

Implementing the global marketing plan. Assessing your success.



# The instructor?

International Marketing will be taught by Rob Pollack, an award winning global marketer who has spent 20+ years in both B2B and B2C environments with Fortune 100 companies.

Five of those years were spent working in the United Kingdom for Motorola as VP of Marketing for Europe, the Middle East and Africa.

## **Marketing Awards:**

- .. **B2B Top 25 Digital Marketer** in 2011 by Business to Business Marketing Magazine
- .. **B2B Top 25 Marketer** in 2007 by B2B Marketing Magazine
- .. **Ad Age Marketing 50** in 2007 awarded to the top 50 marketers in the U.S.

Rob has managed in the trenches and has seen the good and the bad with companies like ..

- .. Boeing,
- .. General Electric,
- .. Motorola
- .. Black and Decker.

Most recently he was Vice President of Brand Marketing for Boeing Commercial Airplanes where he led the marketing for the 787 Dreamliner.

Currently, Mr. Pollack is a marketing consulting in the aviation industry and participates on the Foundation Board of The Lighthouse of the Blind in Seattle.

## **Course Philosophy / Format**

This course is a marketing elective in the Foster program. It aims to give students a deeper understanding of marketing on a global basis.. It presumes a familiarity with marketing concepts and frameworks gained through the core Marketing course.

At the beginning of each class the key material will be introduced through a combination of story-telling and PowerPoint. As a pragmatic marketer I will focus a bit more on application than theory. It will be expected that you have done your assigned reading before the class and will be ready to discuss it during our class.

While I may like to talk I also enjoy listening. It is expected that you will participate in class discussions and bring forward your ideas and thoughts. Creativity and innovative thinking applied to global marketing problems will be encouraged as successful marketing requires us to establish a real point of difference from our competitors.

Preparation for and participation makes the discussions more interesting, insightful, and fun. There is no need to contribute in every session but you are more than welcome to do so. Not to worry if English is not your first language. As this is commonplace in the global marketplace issues with our language are expected and understood.

I have worked in markets where English is not a first language. I learned to listen more closely and ask questions back to make sure we both understood each other. We will make every effort to make sure we do this in our course.

Finally let's work together to make each class session a lively, stimulating, and intellectually rewarding venture in group learning.

The best classes are those that are highlighted by an interactive discussion about the potential global marketing opportunities that arise from course concepts or from a case. You are encouraged to disagree with my thoughts or those of other classmates as long as you always respect the opinion of others. The hardest concept in business to learn is to listen and "be there" in every conversation. We'll discuss this more during the course.

**International Marketing**



## **Course Philosophy and Format .. continued**

I will have office hours available so we can discuss any of the subjects we have reviewed. I can also meet with Term Project teams, as they go through their planning during the course. The best time to meet would be just before or after class.

I am also happy to mentor any student who wishes to discuss career opportunities in Marketing, This can be done before of after classes or on Saturday mornings.

In the end .. this course is about you. Although it is an elective, it is a potential gateway to a highly rewarding career direction both intellectually and financially.

There are thousands of marketers out there. However, not many great marketers. People who have passion, the courage to be different, think out of the box, yet collaborate, will have unlimited potential in global marketing. My job is to help create a spark that might lead you in this direction.

There has never been a better time to enter the marketing profession. I envy all of you who are at the beginning of the journey!

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**Outcomes: On completion of this course, you will be able to:**

- Develop a market-driven approach to global marketing which always puts the customer first
- Recognize the similarities and differences between local markets which when combined result in the actual marketing plan.
- Determine how global buying decisions are made in organizations .. by multiple individuals with different perspectives, motivations, and procedural constraints.
- Have insight on developing an integrated marketing plan that a global company can support which will profitably drive top line results.
- Understand how in different markets, benefits-real and perceived-determine ultimate value for a product or service.
- Enhanced understanding of how marketing communications can vary by market. We'll also look at how some company's go astray in their marcom efforts.
- Convey the importance of synchronizing product, sales, and service units as co-creators of customer value.
- Apply concepts and theories to global marketing situations and take appropriate decisions using a strategic marketing perspective
- Respect the power of trust that drives all successful global relationships relationships. Earning trust in each market is essential for business success.