

2.14 30114 INTERNATIONAL MARKETING & CROSS INDUSTRY GROWTH SPECIALIZATION

UNIT-1 INTRO TO INTERNATIONAL MARKETING:

This course brings together two key subjects, International Marketing and Cross Industry Innovation. It will provide the basic foundations of international marketing and then explain how companies can grow by going abroad or sourcing ideas/expanding into other countries or industries. This is summarized as CCCI: Cross-Country and Cross-Industry Innovation, a term and analytical platform used throughout not only this course but others in the specialization. As an introductory course, we keep the concepts short and simple in order to ease learners into the wonderful world of international marketing. More specific operational aspects such as managing the product, price, place and promotion as well as targeting and positioning will be provided in the second course of the specialization. After you successfully complete this course learners will obtain the following outcomes: (1) an understanding of the core meaning of marketing and international marketing. (2) learn that international marketing is about striking the right balance between maximizing the similarities across cultures (Etic approach) and customizing marketing (Emic approach) to important local differences. (3) learn about how to source or expand into other industries at home or abroad via cross industry innovation. (4) obtain a solid foundation for subsequent courses such as course 2 (International Marketing Entry and Execution) and the industry-specific courses in the specialization.

UNIT-2 INTERNATIONAL MARKETING ENTRY AND EXECUTION:

This will be part 2 of a two-series foundation courses for the Specialization: International Marketing & Cross Industry Growth. This course will dive in more deeply into consumer science investigation, B2C marketing, International Marketing Entry, Targeting, Positioning, International Product, International Promotion, International Place and International Price. The last set of classes will discuss seven new ways to innovate in International Marketing that all start with the letter "S" and hence will be called the 7S International Marketing Innovation. There will be a heavy emphasis on how companies can incorporate CCCI Innovation, i.e. Cross Country and Cross Industry Innovation in marketing.

After you successfully complete this course learners will obtain the following outcomes: (1) from a business to consumer standpoint (B2C), learn how to approach consumers as science investigators. (2) An understanding of how to enter international markets, select targets and position their brands. (3) Achieve deeper insights into the core meaning of international marketing elements, i.e. product, promotion, place, and price in the international marketing context, and their inter-element relationships with each other. (4) acquire new thinking about innovating in marketing with the 7S approach: social, small, simple, skip, sports, screen, and set marketing with cross-country and cross-industry innovation implications.

UNIT-3 INTERNATIONAL B2B (BUSINESS TO BUSINESS) MARKETING:

This course offers a unique perspective into the differentiating aspects of business to business (B2B) marketing that can be contrasted to traditional business to consumer (B2C) marketing that

is the subject of most other marketing curricula. Moreover, as one of the courses in the Specialization: International Marketing & Cross Industry Growth, here too there is an emphasis on how companies can expand by cross-country and cross-industry innovation.

By taking this course learners will obtain the following outcomes: (1) understand the differences between B2C and B2B marketing. (2) Approach marketing problems from an inter-organizational perspective, in particular, learn about decision making at buying centers. (3) Innovate B2B marketing via a CCCI, i.e. Cross Country & Cross Industry Innovation approach. (4) Gain insights about CCCI Innovation and best practices via interviews with top B2B industry experts.

UNIT-4 INTERNATIONAL HOSPITALITY & HEALTHCARE SERVICES MARKETING:

As the fastest-growing sectors of the current global economy, both hospitality and healthcare services sector offer tremendous growth opportunities for incumbents and entrepreneurial opportunities for new entrants. To flourish on these opportunities, one must first understand each industry's unique characteristics. This course is designed to help those who are interested in career advancement opportunities in these industries or who want to be inspired by these industries to better equip themselves with enlightened and creative management capabilities.

People who have successfully completed this course will be able to: (1) Identify the unique characteristics of service businesses and create successful management strategies to better manage the role of customers to gain desirable business outcomes, better market products than are intangible, and better manage customer expectations and perceptions. (2) Identify the unique characteristics of the hospitality industry, explain the process of balancing supply and demand in the hospitality industry, and implement optimal marketing and management strategies for this unique market. (3) Identify the unique characteristics of the healthcare industry, explain how this industry is evolving into the experience business, and better manage human interactions and facility to enhance the quality of customer experience. (4) Gain insights from the innovative approaches in the service industry overall, in hospitality and health industry in particular, and better develop innovative strategies in your industry.

UNIT-5. INTERNATIONAL ENTERTAINMENT AND SPORTS MARKETING:

This course will provide learners with a fundamental understanding of the characteristics and marketing strategies related to two key global industries, sports and entertainment. The growth in both industries have been fueled by their ability to innovate via CCCI, i.e. cross-country and cross-industry expansion. There will be a graded quiz that will consists of 10 questions during the first two weeks (together worth 50% of the grade) and a final quiz that contains 20 questions (worth 50% of the grade) in the third week.

People who successfully complete this course will obtain the following outcomes: (1) You will learn the key characteristics of sports marketing. (2) You will learn the key characteristics of entertainment marketing. (3) You will be able to apply cross country growth strategies to your business in the sports and entertainment industry. (4) You will be able to apply cross industry growth strategies to your business in the sports and entertainment industry". (5) You will be able to reference CCCI, i.e. cross-country and cross-industry Innovation best practices via interviews

with key experts in the sports and entertainment industry such as from adidas, Audi, and YG Entertainment (home to Psy and Gangnam Style).

UNIT-6 INTERNATIONAL MARKETING & CROSS INDUSTRY GROWTH CAPSTONE PROJECT:

This course will act as the culmination of the Specialization: International Marketing & Cross Industry Growth. The aim is to help you apply what you have learned during the 16 weeks of the 5 courses and conduct an "action learning" project that will consist of the following:

1. Situation Analysis for their chosen company or brand. 2. Marketing Mix Analysis for their chosen company or brand. 3. Cross Country Innovation Plan when expanding abroad. 4. Cross Industry Innovation Plan when sourcing ideas or expanding into another industry. All of these analyses will have templates that will be explained in the video lectures using an exemplar case, "Yuhan Kimberly." You will be required to choose a company on which these analyses will be performed. As such, the intent will be to provide you an integrated set of insights and application to a chosen managerial situation and problems at hand in the context of a specific region or country. You will be required to also choose another industry (from the ones covered in the Specialization: B2C, B2B, Healthcare, Hospitality, Entertainment, Sports) when developing your Cross Industry Innovation Plan. For example, if you work for a company in the Healthcare industry and have analyzed that company, you should then conduct a Cross Industry Innovation project using concepts from a different industry such as Entertainment.

References Books:

1. Dae Ryun Chang Professor of Marketing School of Business
2. Sunmee Choi Professor of Service Management School of Business
3. Yonsei University was established in 1885 and is the oldest private university in Korea. Yonsei's main campus is situated minutes away from the economic, political, and cultural centers of Seoul's metropolitan downtown. Yonsei has 3,500 eminent faculty members who are conducting cutting-edge research across all academic disciplines. There are 18 graduate schools, 22 colleges and 133 subsidiary institutions hosting a selective pool of students from around the world. Yonsei is proud of its history and reputation as a leading institution of higher education and research in Asia.