

International Marketing and Management Spring 2017

Instructor: Carlos Y.B. Kim

Department of IDC

Office Hours: Saturday 16:00 - 17:00 or by appointment

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Course Prerequisites: Graduate Class Standing

Reference Materials:

1. Marketing in the Public Sector: A Roadmap for Improved Performance. 2006. by Nancy R. Lee, Philip T. Kotler
2. The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits. 2004. by C.K. Prahalad
3. The 86 Percent Solution: How to Succeed in the Biggest Market Opportunity of the Next 50 Years. 2005. by Vijay Mahajan and Kamini Banga
4. Creating Value for All: Strategies for Doing Business with the Poor. 2008. By UNDP (available at http://growinginclusivemarkets.org/media/gimlaunch/Report_2008/GIM%20Report%20Final%20August%202008.pdf)
5. Marketing 3.0: From Products to Customers to the Human Spirit Hardcover. 2010. by Philip Kotler, Hermawan Kartajaya, Iwan Setiawan
6. Confronting Capitalism: Real Solutions for a Troubled Economic System. 2015. by Philip Kotler

Course Description:

The course focuses on applying marketing concepts, skills and strategies to development cooperation projects (and/or programs). First, based on basic knowledge of marketing, the student will introduce marketing approaches as the planning, implementation and evaluation methodology for development cooperation projects. Expand marketing approach will be followed by business-related development sectors, such as inclusive business, social enterprise, appropriate technology, fair trade and corporate social responsibility. After reviewing the framework of marketing strategy, the student will prepare the presentation on the case that he/she encounters in real situation and/or is interested in. The course also makes extensive use of team-based assignment and requires active class discussion.

Performance Evaluation:

Class Attendance and Participation 20%

Concept Examination 20%
 Case Analysis and Presentation 30%
 Group Research Project 30%

Total 100%

Concept Examination (Mid Exam): 20%

A comprehensive exam after covering the basic concepts of marketing and its sectoral applications. More details on this exam will be discussed in class.

Case Analysis and Presentation: 30%

Individual assignment to analyze a case with the framework of marketing. The format shall follow the mixture of the traditional marketing skills and development cooperation tools.

Strategy Paper: 30%

Individual assignment to set up the marketing strategy of a development projects. Sectors do not matter. It is supposed to replace the roll of PCP. Papers will be presented in each class.

week	Subject
1	Introduction to Development Marketing Why marketing to development, and how?
2	Reviewing the basics of marketing
3	Framework of marketing strategy
4	Sectoral application - Education
5	Sectoral application - Health
6	Sectoral application - Rural Development
7	Sectoral application - Industry and Energy
8	Mid Exam
9	Diversification of the development modality: business-related development approaches
10	Diversified modality - Inclusive business / Social enterprise
11	Diversified modality - Fair trade
12	Diversified modality - Appropriate technology
13	Diversified modality - CSR
14	Commercial adaption of Development
15	Marketing evaluation
16	Wrap-up