



SELF PROGRAM 2018/2019

The challenges of taking western brands into secondary and emerging markets

Michael Strophair

Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 2,5 hours or 3 hours

Teaching period: fall 2018

Course description:

This course looks at the challenges faced by companies when entering secondary or emerging markets. This will be illustrated through the experience of companies in the Outdoor and Sport Industry. Route to market, brand building and the growing importance of e-commerce will be discussed. A strong emphasis will also be placed on negotiation skills.

Prerequisites:

Business & Marketing Basics

Course objectives:

1. Be aware of the advantages and drawbacks of different structures available for accessing secondary or emerging markets.
2. Gain an appreciation of the different distribution channels for Consumer Goods and the impact of e-commerce.
3. Develop the ability to prepare a negotiation and an understanding of techniques that can be employed.
4. Understand the challenges of developing a brand in an emerging market
5. Ability to draft a business plan

Course outline:

1. Evaluating markets and business models
2. Distribution channels – the impact of e-commerce
3. Negotiation
4. Brand development
5. Business planning

Assessment:

40% team presentation of case study and/or negotiation exercise
10% active participation and attendance
50% final written exam (case study or essay)

Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography:

Steve Gates, The Negotiation Book (Your definitive guide to successful negotiating), second edition 2016.

Alexander Osterwalder & Yves Pigneur, Business Model Generation