Course Overview:
The course is primarily intended for those aiming for a marketing career in companies that operate internationally or compete with MNC's in their local markets. The course should also be of interest to those who wish to learn more about how differences in local market structure, as well as consumer behavior and culture impact the development and management of marketing strategy.

Description:
This course focuses on the design and implementation of marketing strategies in developed and emerging international markets. It aims to provide future managers with the frameworks, knowledge, and sensitivities to better formulate and effectively implement marketing plans in various countries and regions of the world. The course examines the added dimensions of opportunities and challenges faced by companies operating in the global marketplace. The course will also examine the challenges faced by Multinational corporations (MNCs) in managing global brands and new product introductions across regions where local cultural and market demands conflict with the need for global consistency and efficiency. Regions and countries will be analyzed and compared as markets for making decisions regarding appropriate marketing strategies and resource allocations. Regions and countries covered will include North and South America, Europe, India, China, Japan, and Russia.

Teaching Format:
The course will be a blend of practical knowledge and frameworks and templates useful in analyzing situations and developing and implementing strategy. We shall study frameworks developed by Kotler, Prahalad, Ghemawat, Porter, and Burgelman amongst others. There will be group papers to enable participants to learn from each other’s perspectives and experience. Guest Speakers will share their perspectives and add to the learning.

About the Instructor:
Continuing Lecturer in Marketing at Haas, Wasim Azhar teaches electives in Pricing Strategies, International Marketing and Channels Management as well as the core marketing course. Wasim won the Cheit Award for Best Teaching in the EW MBA program for 2007-8. He is a Director in the Center for Teaching Excellence at Haas and a designated Faculty Advisor and Coach who advises his faculty clients regarding design and delivery of courses. Wasim also taught at Stanford from 2001-2009 where he offered MBA elective courses in Global and International Marketing and Channels Management as well as the core marketing course for the Sloan program. He is also Marketing Director and Partner in Amzone LLC, a Taco Bell franchisee with 12 stores in the Bay Area. He serves on several boards and is an Advisor to three overseas universities. Wasim was formerly a Professor of Business Policy and Marketing and Pro-Vice Chancellor at Lahore University of Management Sciences.