

## Subject Description Form

<b>Subject Code</b>	MM4732
<b>Subject Title</b>	Global Marketing
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<p><b>Pre-requisite:</b> Introduction to Marketing (MM2BN05) or Introduction to Marketing (MM2711) or equivalent</p> <p><b>Exclusion:</b> International Marketing (MM4731)</p>
<b>Objectives</b>	<p>The purpose of this subject is to provide students a rigorous theoretical grounding against which international marketing problems and issues may be systematically synthesized, analyzed, and managed. The focus is on the analysis of the global operating environment and the management of international marketing operations. Specially, this subject contributes to the BBA Project Outcomes in transforming students to be culturally diversity and globalized, analytical, value creation, creative, ethical, and sensitive to domestic and global business environments.</p>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>demonstrate a global outlook and an understanding of how cultural, social, economic, political, and organisational factors affect the practice of marketing in foreign countries (<b>BBA Outcome 14</b>)</li> <li>identify and evaluate opportunities for organizational expansion into new foreign markets;</li> <li>formulate effective marketing strategies in response to perceive opportunities in foreign markets;</li> <li>apply knowledge learned to the creative solution of problems confronting organizations operating in cross-cultural environments;</li> <li>appraise the social, ethical and commercial implications of implementing marketing strategies across different cultural contexts;</li> <li>exhibit leadership and interpersonal skills working together in teams to obtain creative solutions to international marketing problems.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>Global marketing environment:</b> Challenges of marketing in the global marketplace, the global economy, cultural and social forces, political, and legal forces</p> <p><b>Analyzing foreign markets:</b> Global markets and buyers, country attractiveness, international marketing research</p> <p><b>Developing global marketing strategies:</b> Developing a global mindset, entry strategies, issues of standardization and adaptation</p> <p><b>Designing global marketing programs:</b> Global product and service strategies, managing global distribution channels, global promotion strategies, pricing for global markets</p> <p><b>Managing global marketing process:</b> Organizing global marketing, planning and controlling global marketing programs</p>

<b>Teaching/Learning Methodology</b>	This subject is taught through a mix of lectures and tutorials. Lectures are used to explain and illustrate concepts and theories in international marketing while tutorials provide opportunities for group discussion and sharing, case study, and presentation. Active participation is expected, with activities designed to encourage the application of concepts and theories in resolving global marketing problems.							
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended Subject Learning Outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	f
	<b>Continuous Assessment</b>	<b>100%</b>						
	Individual exercise/ assignment	50%	✓	✓	✓	✓	✓	
	Participation	10%	✓	✓	✓	✓		✓
	Group project/ presentation	40%	✓	✓	✓	✓	✓	✓
	<b>Total</b>	<b>100 %</b>						
	<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>							
To pass this subject, students are required to obtain Grade D or above in the overall subject grade.								
<b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b>								
The above assessment methods are designed to ensure that all students:								
<ul style="list-style-type: none"><li>▪ Read the recommended materials</li><li>▪ Discuss the global marketing issues brought up in the lectures and tutorials</li><li>▪ Appreciate the different approaches that may be adopted in solving global marketing problems</li><li>▪ Participate in presenting the group’s views on various current marketing issues at the global context</li></ul>								
<b>Student Study Effort Expected</b>	Class contact:							
	<ul style="list-style-type: none"><li>▪ Lectures</li></ul>					26Hrs.		
	<ul style="list-style-type: none"><li>▪ Tutorials</li></ul>					13Hrs.		
	Other student study effort:							
	<ul style="list-style-type: none"><li>▪ Reading &amp; discussion</li></ul>					42Hrs.		
	<ul style="list-style-type: none"><li>▪ Assignments &amp; quiz/test</li></ul>					42Hrs.		
	Total student study effort					123Hrs.		
<b>Reading List and References</b>	<b><i>Receommended Textbooks and References</i></b>							
<b><i>Recommended Textbooks</i></b>								
Keegan, Warren and Mark C. Green (2019). <i>Global Marketing</i> , 10 <sup>th</sup> edition. Upper Saddle River, N.J.: Pearson/Prentice Hall.								

	<p><b><i>Other Suggested Text</i></b></p> <p><b><i>Academia Journals</i></b></p> <p>Journal of Marketing</p> <p>Journal of International Business Studies</p> <p>Journal of International Marketing</p> <p>International Marketing Review</p> <p>International Business Review</p> <p>Journal of Global Marketing</p> <p><b><i>Practitioner Journals</i></b></p> <p>Harvard Business Review</p> <p>MIT Sloan Management Review</p> <p>California Management Review</p> <p>Business Horizons</p>
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