

Subject Description Form

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

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

Other Suggested Text

Academia Journals

Journal of Marketing
Journal of International Business Studies
Journal of International Marketing
International Marketing Review
International Business Review
Journal of Global Marketing

Practitioner Journals

Harvard Business Review
MIT Sloan Management Review
California Management Review
Business Horizons

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