



MKTG3523 Global Marketing

GENERAL INFORMATION	
Instructor: Dr. Michael He JIA	
Email: mhjia@hku.hk	
Office: Room 707, K.K. Leung Building	
Phone: 3917 8309 (Office)	
Consultation times: TBD	
Tutor: N/A	
Course website: N/A	
Other important details: N/A	
COURSE DESCRIPTION	
This course shows how the basic principles of marketing can be applied to marketing problems across national boundaries and within foreign countries. Attention is paid to the development of global marketing strategies and to the different approaches needed to market consumer items, industrial goods, and services internationally. The impact on marketing of the cultural, economic, political, and technological environments in different countries will be assessed.	
Pre-requisites: MKTG 2501 Introduction to Marketing	
Co-requisites: N/A	
Mutually exclusive: N/A	
COURSE OBJECTIVES	
This course aims to help students learn how to develop a global perspective when formulating marketing strategies and adapt marketing decisions according to specific characteristics of different country markets. Students will learn how to apply theoretical frameworks about global marketing to real-world business issues through lectures, case studies, and group projects.	
FACULTY LEARNING GOALS (FLGs)	
FLG1: Acquisition and internalization of knowledge of the programme discipline FLG2: Application and integration of knowledge FLG3: Inculcating professionalism FLG4: Developing global outlook FLG5: Mastering communication skills FLG6: Cultivating leadership	
COURSE LEARNING OUTCOMES (CLOs)	
Course Learning Outcomes	Aligned Faculty Learning Goals (FLGs)
CLO1: Collect and analyze relevant information about markets in different countries around the world and identify the key characteristics of important country markets	FLG 2, FLG 3, FLG 4
CLO2: Formulate marketing strategies in different countries according to their social, economic, political, and technological environments, the characteristics of customers and competitors in these markets, and a firm's own strengths and weaknesses	FLG 1, FLG 3
CLO3: Balance between local and global perspectives in designing marketing plans	FLG 4
CLO4: Make decisions about products, promotion, pricing, and distribution in international and global business contexts	FLG 1, FLG 3, FLG 4, FLG 6
CLO5: Apply theories and utilize various technological tools and databases to solve international marketing and business problems	FLG 2, FLG 3

CLO6: Master communication skills through group discussions, oral presentations, and written reports	FLG 5, FLG 6			
COURSE TEACHING AND LEARNING ACTIVITIES				
Course Teaching and Learning Activities	Expected Study Hours	Study Load (% of study)		
T&L1: Lecture	36 hours	30%		
T&L2: Case Study and Analysis	24 hours	20%		
T&L3: Group Project and Presentation	24 hours	20%		
T&L4: Self-study	36 hours	30%		
Total	120 hours	100%		
Assessment Methods	Brief Description	Weight	Aligned Course Learning Outcomes	
A1: Study report	Individual-based study report	15%	CLO1, CLO2, CLO5	
A2: Test	Multiple choice and short answer questions	50%	CLO1, CLO2, CLO5	
A3: Group Project	Group-based written report and presentation	25%	CLO3, CLO4, CLO6	
A4: Class Participation	In-class discussions and quizzes	10%	CLO5, CLO6	
	Total	100%		
Coursework / Examination Ratio: <u>50</u> % / <u>50</u> %				
STANDARDS FOR ASSESSMENT				
Course Grade Descriptors				
A+, A, A-	Candidate has consistently demonstrated a thorough grasp of the subject as evidenced by original or exceptionally astute analysis and synthesis			
B+, B, B-	Candidate has frequently demonstrated a substantial grasp of the subject			
C+, C, C-	Some of the responses are well organized, clear but with insufficient elaboration			
D+, D	Solutions to questions and problems contain unstructured but relevant observations, and are marginally interesting			
F	Candidate has shown little evidence of basic familiarity with the subject			
Assessment Rubrics for Each Assessment (Please provide us the details in a separate file if the space here is not enough)				
Assessment Criteria for Study Report				
A+, A, A-	Clearly identify the issues in the provided article; all analyses and solutions are well-developed and logical			
B+, B, B-	Mostly identify the issues in the provided article; most analyses and solutions are well-developed and logical			
C+, C, C-	Partially identify the issues in the provided article; a few analyses and solutions are well-developed and logical			
D+, D	Marginally identify the issues in the provided article; few analyses and solutions are reasonable			
F	Incorrectly identify the issues in the provided article; analyses and solutions are logically flawed			
Assessment Criteria for Test				
A+, A, A-	89%-100% of the responses are accurately and clearly marked			
B+, B, B-	79%-88% of the responses are accurately and clearly marked			

C+, C, C-	69%-78% of the responses are accurately and clearly marked
D+, D	60%-68% of the responses are accurately and clearly marked
F	Less than 60% of the responses are accurately and clearly marked

Assessment Criteria for Group Project

A+, A, A-	Provide creative and consistent solutions, all of which are supported by thorough and reasonable analyses of facts
B+, B, B-	Provide consistent solutions, most of which are supported by thorough and reasonable analyses of facts
C+, C, C-	Provide only a few defensible solutions, which are supported by thorough and reasonable analyses of facts
D+, D	Provide many inconsistent solutions, and few of them are supported by thorough and reasonable analyses of facts
F	Provide logically flawed solutions, which are not based on analyses of facts

Assessment Criteria for Class Participation

A+, A, A-	Consistently actively contribute to the class discussions with clear, reasonable, and well-developed oral responses
B+, B, B-	Actively contribute to the class discussions with clear, reasonable, and well-developed oral responses
C+, C, C-	Moderately contribute to the class discussions with clear, reasonable, and well-developed oral responses
D+, D	Occasionally contribute to the class discussions with clear, reasonable, and well-developed oral responses
F	Do not contribute or have limited contribution to the class discussions

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Week 1	Introduction and Overview
Week 2	PEST Environment: Social and Cultural Environment I
Week 3	PEST Environment: Social and Cultural Environment II
Week 4	PEST Environment: Social and Cultural Environment III
Week 5	PEST Environment: Economic and Financial Environment I
Week 6	PEST Environment: Economic and Financial Environment II
Week 7	Reading Week (No class)
Week 8	PEST Environment: Technological Environment & Political and Regulatory Environment
Week 9	Segmentation, Positioning, and Targeting in Global Marketing
Week 10	Global Marketing Strategies
Week 11	Brand and Product Decisions in Global Marketing
Week 12	Communication Decisions in Global Marketing
Week 13	Pricing and Distribution Decisions in Global Marketing
Week 14	Test (details to be announced)

RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)

Keegan, Warren J., & Green, Mark C. 2017. Global Marketing (Global Edition; Ninth Edition). Upper Saddle River, NJ: Pearson Education.

ISBN 13: 978-1-292-15076-5

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE
<input checked="" type="checkbox"/> conducting mid-term survey in addition to SETL around the end of the semester <input type="checkbox"/> Online response via Moodle site <input type="checkbox"/> Others: _____ (please specify)
COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)
<ol style="list-style-type: none"> 1. The only material students should be reading in class is that concerned with the class. Reading of any other material, such as newspapers or magazines, or doing work from another class, is not acceptable. 2. The following are examples of behaviors that would be judged academically dishonest. This list is not intended to be exclusive or exhaustive. <ol style="list-style-type: none"> a. Test Behavior – Any use of external assistance during a test, including, but not limited to the following: <ul style="list-style-type: none"> • Communicating with another student. • Copying material from another student's test. • Allowing another student to copy from your test. • Using unauthorized notes or aids. b. Fabrication – Any intentional falsification or invention of data or other information. c. Plagiarism – The appropriation and subsequent use of another's ideas or words as your own. If another's ideas or words are used, acknowledgement of the original source must be made. d. Other Types of Academic Dishonesty include the following: <ul style="list-style-type: none"> • Submitting a paper written by or obtained from another. • Using a paper or essay in more than one class, without the teacher's express permission. • Obtaining a copy of a test in advance, without the knowledge or consent of the teacher.
ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)
<ol style="list-style-type: none"> 1. The course outline (e.g., assessment methods and schedule) is tentative and subject to changes made by the instructor. 2. Course materials will be uploaded to Moodle. 3. Late submissions will result in grade penalties of at least 20% if no valid reason is provided. 4. Smartphones or laptops are used only when instructed to do so.