MKTG3523 Global Marketing

GENERAL INFORMATION
Instructor: Dr. Michael He JIA
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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)

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
<th>Aligned Faculty Learning Goals (FLGs)</th>
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</thead>
<tbody>
<tr>
<td>CLO1: Collect and analyze relevant information about markets in different countries around the world and identify the key characteristics of important country markets</td>
<td>FLG 2, FLG 3, FLG 4</td>
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<tr>
<td>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</td>
<td>FLG 1, FLG 3</td>
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<td>CLO3: Balance between local and global perspectives in designing marketing plans</td>
<td>FLG 4</td>
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<tr>
<td>CLO4: Make decisions about products, promotion, pricing, and distribution in international and global business contexts</td>
<td>FLG 1, FLG 3, FLG 4, FLG 6</td>
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<tr>
<td>CLO5: Apply theories and utilize various technological tools and databases to solve international marketing and business problems</td>
<td>FLG 2, FLG 3</td>
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CLO6: Master communication skills through group discussions, oral presentations, and written reports

**COURSE TEACHING AND LEARNING ACTIVITIES**

<table>
<thead>
<tr>
<th>Course Teaching and Learning Activities</th>
<th>Expected Study Hours</th>
<th>Study Load (% of study)</th>
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<tbody>
<tr>
<td>T&amp;L1: Lecture</td>
<td>36 hours</td>
<td>30%</td>
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<tr>
<td>T&amp;L2: Case Study and Analysis</td>
<td>24 hours</td>
<td>20%</td>
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<tr>
<td>T&amp;L3: Group Project and Presentation</td>
<td>24 hours</td>
<td>20%</td>
</tr>
<tr>
<td>T&amp;L4: Self-study</td>
<td>36 hours</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120 hours</strong></td>
<td><strong>100%</strong></td>
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<tr>
<th>Assessment Methods</th>
<th>Brief Description</th>
<th>Weight</th>
<th>Aligned Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1: Study report</td>
<td>Individual-based study report</td>
<td>15%</td>
<td>CLO1, CLO2, CLO5</td>
</tr>
<tr>
<td>A2: Test</td>
<td>Multiple choice and short answer questions</td>
<td>50%</td>
<td>CLO1, CLO2, CLO5</td>
</tr>
<tr>
<td>A3: Group Project</td>
<td>Group-based written report and presentation</td>
<td>25%</td>
<td>CLO3, CLO4, CLO6</td>
</tr>
<tr>
<td>A4: Class Participation</td>
<td>In-class discussions and quizzes</td>
<td>10%</td>
<td>CLO5, CLO6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>100%</strong></td>
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**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

The teaching schedule and due dates listed below are tentative and may be subject to changes during the semester. Please check email announcements for the finalized due dates of assignments.

Teaching Week (i.e., weeks in which we have classes, excluding class suspension weeks)

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: Economic and Financial Environment I
Week 5  PEST Environment: Economic and Financial Environment II
Week 6  PEST Environment: Technological Environment & Political and Regulatory Environment
Week 7  Reading Week (No class)
Week 8  Segmentation, Positioning, and Targeting in Global Marketing I
Week 9  Segmentation, Positioning, and Targeting in Global Marketing II
Week 10  Global Marketing Strategies
Week 11  Marketing Mix Decisions in Global Marketing
Week 12  Presentations (details to be announced)
Week 13  Test (details to be announced)
### RECOMMENDED READINGS & ONLINE MATERIALS
(e.g. journals, textbooks, website addresses etc.)


### MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- [ ] conducting mid-term survey in additional to SETL around the end of the semester
- [ ] Online response via Moodle site
- [ ] Others: ________________________ (please specify)

### COURSE POLICY
(e.g. plagiarism, academic honesty, attendance, etc.)

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.
   a. Test Behavior – Any use of external assistance during a test, including, but not limited to the following:
      • 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:
      • 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.)

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.