



## 1. General Information

Course Subject	MKTG
Course Number	3523
Course Title	Global Marketing
Academic Years	2023-2024
Grading Method	Letter

## 2. Instructors

Professor Jia, He Michael  
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Subclasses: 1A,1B

## 4. Course Description

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.
Prerequisites	MKTG2501: Introduction to Marketing

## 5. Course Objectives

1. 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.

## 6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline

Goal 2: Application and integration of knowledge

Goal 3: Inculcating professionalism

Goal 4: Developing global outlook

Goal 5: Mastering communication skills

Goal 6: Cultivating leadership

7. Course Learning Outcomes						
Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Collect and analyze relevant information about markets in different countries around the world and identify the key characteristics of important country markets		✓	✓	✓		
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	✓		✓			
CLO3. Balance between local and global perspectives in designing marketing plans				✓		
CLO4. Make decisions about products, promotion, pricing, and distribution in international and global business contexts	✓		✓	✓		✓
CLO5. Apply theories and utilize various technological tools and databases to solve international marketing and business problems		✓	✓			
CLO6. Master communication skills through group discussions, oral presentations, and written reports					✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lecture	36	30
T&L2. Case Study and Analysis	24	20
T&L3. Group Project and Presentation	24	20
T&L4. Self-study	36	30
	Total: 120	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Study report	Individual-based study report	15%	1,2,5
A2. Test	Multiple choice and short answer questions	50%	1,2,5
A3. Group Project	Group-based written report and presentation	25%	3,4,6
A4. Class Participation	In-class discussions and quizzes	10%	5,6
A5. Final Exam		0%	

Assessment Rubrics	
A1. Study report	
A+,A,A-	Clearly identify the issues in the provided article; all analyses and solutions are

Assessment Rubrics	
	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
A2. 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
A3. 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
A4. 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

10. 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

## 10. Course Grade Descriptors

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

## 11. Course Content and Tentative Teaching Schedule

Topic/ Session	Date	Time	Content	Readings	Assignments	Other information
1			Introduction and Overview			
2			PEST Environment: Social and Cultural Environment			
3			PEST Environment: Economic and Financial Environment			
4			PEST Environment: Technological , Geographical, and Infrastructure Environment			
5			PEST Environment: Political and Regulatory Environment			
6			Segmentation , Positioning, and Targeting in Global Marketing			
7			Global Marketing Strategies			
8			Marketing Mix Decisions in Global Marketing			

## 13. Means / Processes for Student feedback on Course

✓	Conducting mid-term survey in additional to SETL around the end of the semester
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### 13. Means / Processes for Student feedback on Course

	Online response via Moodle site
	Others

### 14. Course Policy

#### **HKU Regulations on Academic Dishonesty:**

- We are serious about students' ethical conduct. The University Regulations on academic dishonesty will be strictly enforced. § We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class activities (both individual and group work), and unauthorized advance access to quizzes/tests/exams.
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.
- Students should avoid plagiarism and have proper citations for their work. Student work with plagiarism will be seriously handled according to the University and Faculty policies.

#### **Late Assignment Penalty:**

- All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

#### **No. of days later than the due date: Deduction of the total point**

1 day deduct 25%  
2 days deduct 50%  
3 days deduct 100%

### 15. Additional Course Information

The course content (e.g., teaching schedule) is tentative and subject to changes made by the instructor. Students will be informed of the changes (if any) in class