

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Global Promotion and Branding

Course Code: COM5408

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:

(Course Code and Title)

Nil

Precursors:

(Course Code and Title)

Nil

Equivalent Courses:

(Course Code and Title)

Nil

Exclusive Courses:

(Course Code and Title)

Nil

Part II Course Details

1. Abstract

This course aims to provide students with an understanding of marketing concepts and analytical processes in global marketing operations. The focus is to foster and sustain students' skills as innovative professional global marketing analysts and problem solvers.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Apply professional knowledge of the basic forms, dimensions, and conceptual frameworks of global marketing in an innovative manner.		✓	✓	✓
2.	Identify and analyse the dynamic relationship between standardization and localization, that is, “think globally and act locally”.			✓	
3.	Apply professional skills innovatively in finding, analyzing, and utilizing data and information in order to determine comparative differences in markets; marketing functions as well as the legal, socio-economic and cultural considerations required in marketing.		✓	✓	✓
4.	Become innovative professional global marketing analysts and problem solvers.		✓	✓	✓
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Seminar	Important knowledge of global marketing is explained and delivered through lectures.	✓	✓	✓	✓	3 hrs/wk
Class Discussion	Students are expected to participate and make innovative intellectual contribution at each and every class meeting.	✓	✓	✓	✓	
Reading	Students are required to read some assigned articles; and are encouraged to share their insight during classes, innovativeness and originality of their thought are the most important.	✓	✓	✓	✓	1 hr/wk
Assignments	In-class or out-class assignments will be given to students to improve their innovative problem solving ability.	✓	✓	✓	✓	1 hr/wk
Group Case Study	Case studies will be provided to students so that they can gain “hands-on” experience in analyzing and solving global marketing problems innovatively. Students are required to present the analysis of the case study in oral presentation, which can help to strengthen the student’s communication skills and innovative problem solving skills.	✓	✓	✓	✓	3 hrs/wk
Term Project	The term project, the Global Marketing Plan, is to provide	✓	✓	✓	✓	4 hrs/wk

	<p>students with the opportunity to develop innovative marketing plans, which can reflect students' thorough understanding of a foreign country.</p> <p>Each team has to select a foreign country and document its culture in a country notebook. Then, each team selects a product and develop an innovative marketing plan for its introduction in the foreign country.</p>					
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4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 70%						
Class Discussion and Assignments: Students will be evaluated on their contribution to class discussions, comments made during class presentations and insight provided in the assigned readings, innovativeness and originality of their thought are the most important.	✓	✓	✓	✓	20%	Key assignment will be the Individual Summary for the Group Case Study
Group Case Study: Each team will be evaluated on the quality in terms of innovativeness and depth of the case analysis, presentation skills and ability in responding to challenging questions being raised by other classmates.	✓	✓	✓	✓	20%	
Term Project: Students will be evaluated on their ability in applying the theories learnt in Global Marketing innovatively. Skills in obtaining, discovering, analyzing, utilizing the data as well as professionally and innovatively solving the problem will be evaluated.	✓	✓	✓	✓	30%	
Final Examination: The final exam will be in two hours. It will include all materials covered in this semester. The exam will include multiple choices and short questions derived from the text and class periods.	✓	✓	✓	✓	30%	
Examination: 30% (duration: 2 hours)						
					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion and Assignment	a) Participate and make an intellectual and innovative contribution at each and every class meeting; b) Familiar with the assigned readings, both from the text and additional material; and c) Accurately and innovatively complete all the assignments	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Case Study	a) Students are able to demonstrate excellent skills in (1) identifying case problem(s); (2) enumerating alternative solutions; (3) evaluating and analyzing alternative	High	Significant	Moderate	Basic	Not even reaching marginal levels

	<p>solutions</p> <p>(4) making a right choice of “best” solution; and</p> <p>(5) specifying effective implementation measures</p> <p>b) For written or oral case presentation, students are able to demonstrate excellent skills in terms of</p> <p>(1) organization/ structure/ logical flow;</p> <p>(2) persuasion/ expression; and</p> <p>(3) relevance and use of appendices and exhibits in the presentation.</p>					
3. Group Project	<p>a) Show quality and innovative analysis of the influence of cultural differences in every aspect of global marketing plan;</p> <p>b) Demonstrate quality and innovative analysis of the five main decisions related to global marketing plan:</p>	High	Significant	Moderate	Basic	Not even reaching marginal levels

	<p>(1) whether to globalize/ internationalize,</p> <p>(2) which markets to enter,</p> <p>(3) how to enter,</p> <p>(4) with which marketing program, and</p> <p>(5) how to implement and control the program.</p>					
4. Final Examination	<p>a) Command of concepts, theories, models, and analytical frameworks related to global marketing; and</p> <p>b) Demonstrate ability to apply theories, conceptual frameworks innovatively to tackle current global marketing problems and issues.</p>	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class Discussion and Assignment	<p>a) Participate and make an intellectual and innovative contribution at each and every class meeting;</p> <p>b) Familiar with the assigned readings, both from the text and additional material; and</p> <p>c) Accurately and innovatively complete all the assignments</p>	Highly active, constructive, and demonstrate meaningful participation and contribution to in-class activities and fully complete all the assignment tasks	Adequate participation and contribution to in-class activities. and complete the basic assignment tasks	Some participation and demonstrate basic and flawed ability to analyse the assignment with the global marketing and branding theory and concepts	No participation and contribution and lack of ability to analyse the assignment with the global marketing and branding theory and concepts
2. Group Case Study	<p>a) Students are able to demonstrate excellent skills in</p> <p>(1) identifying case problem(s);</p> <p>(2) enumerating alternative solutions;</p> <p>(3) evaluating and analyzing alternative</p>	Strong evidence of ability to identify and evaluate the case topic by utilizing appropriate theories and concepts, giving a logical answer, and providing suitable solutions	Adequate evidence of ability to identify and evaluate the case topic by utilizing appropriate theories and concepts, giving a logical answer, and providing suitable solution	Some evidence of ability to identify and evaluate the case topic by utilizing appropriate theories and concepts, giving a logical answer, and providing suitable solution	Fail to identify and evaluate the case topic by utilizing appropriate theories and concepts, giving a logical answer, and providing suitable solution

	<p>solutions</p> <p>(4) making a right choice of “best” solution; and</p> <p>(5) specifying effective implementation measures</p> <p>b) For written or oral case presentation, students are able to demonstrate excellent skills in terms of</p> <p>(1) organization/ structure/ logical flow;</p> <p>(2) persuasion/ expression; and</p> <p>(3) relevance and use of appendices and exhibits in the presentation.</p>				
3. Group Project	<p>a) Show quality and innovative analysis of the influence of cultural differences in every aspect of global marketing plan;</p> <p>b) Demonstrate quality and innovative analysis of the five main decisions related to global marketing plan:</p>	<p>Demonstrate excellent team work, coordination and ability to develop a strong plan with logical structure, design and analysis that are up to the</p>	<p>Demonstrate good team work, coordination and ability to develop a major plan with mediocre structure, design, execution and analysis</p>	<p>Demonstrate basic team work, coordination and ability to develop a major plan with mediocre structure, design, execution and analysis</p>	<p>Fail to develop a major plan with mediocre structure, design, execution and analysis</p>

	<p>(1) whether to globalize/ internationalize, (2) which markets to enter, (3) how to enter, (4) with which marketing program, and (5) how to implement and control the program.</p>	<p>industry-standard for sharing with senior marketing executive</p>			
<p>4. Final Examination</p>	<p>a) Command of concepts, theories, models, and analytical frameworks related to global marketing; and b) Demonstrate ability to apply theories, conceptual frameworks innovatively to tackle current global marketing problems and issues.</p>	<p>Comprehensive understanding of course materials</p>	<p>Adequate understanding of course materials</p>	<p>Moderate understanding of course materials</p>	<p>Fail to demonstrate basic understanding of course materials</p>

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

International Marketing, Global Marketing, Entry Modes, Standardization, Adaptation, Globalization, Cross-cultural differences, Multi-domestic Marketing, Internationalization, Marketing in Developing Countries, Global Markets, Multi-national Market Groups Global Marketing Management, Global Market Segment, International Marketing Channel, International Advertising, Pricing for International Markets, Negotiating with International Customers, Innovation, Innovative

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Kotabe, <i>“International Marketing Management”</i> , Sixth Edition International, Wiley
2.	Keegan, Warren J., <i>“Global Marketing Management”</i> , 7 th Edition, Prentice Hall Publishing, 2008.
3.	Kuemmerle, Walter (2001) “Go Global or No”, Harvard Business Review, June, 37-49.
4.	Whitelock, Jeryl and Carole Pimblett., “The Standardization Debate in International Marketing”, Journal of Global Marketing, 199710 (3), 45-66.
5.	McCort, Daniel John and Naresh K Malhotra, “Culture and Consumer Behavior: Toward An Understanding of Cross-Cultural Consumer Behavior in International Marketing”, Journal of International Consumer Marketing, 1993, 6 (2), 91-127.
6.	Schutte, H. (2001), “Asian Culture and the Global Consumer”, Mastering Marketing, Business Standard, 19 pp.2-3.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Useful Web Sites for International Marketing
2.	Regional Information
3.	Africa Briefings Macroeconomic and economic sector data for African countries

4.	Business Environment Risk Intelligence (BERI) Provides political risk ratings for 130 countries on a scale from 0 (greatest risk) to 100 (least risk)
5.	Council of European Social Science Data Archives (CESSDA) Listing of European macroeconomics data archives
6.	Economist Intelligence Unit (EIU) Analysis and forecast of economic, political, and business environment for over 180 countries
7.	Global Risk Assessment, Inc. Analysis and research for political, investment, and trade risk
8.	Global Prospectus LLC Global market and industry data
9.	Internet Centre for corruption research Country ranking according to level of corruption
10.	PRS Group Data on country and political risk analysis
11.	Transparency International Annual ranking of perceived corruption in 90 countries
12.	World Bank in Country Data Contains profiles on 206 countries
13.	Eurostat Economic data for the European Union (EU)
14.	EIU Country Data Economic indicators and forecasts providing data series on economic structure, foreign payments, external debt stocks, external debt service, external trade, trends in foreign, and quarterly indicators
15.	EIU Country Commerce Country Commerce --- China 2006, 2007 Provides operating conditions, commercial laws, and business regulations of approximately 60 countries worldwide