City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A 2022/23

Part I   Course Overview

Course Title:	Global Marketing
Course Code:	MKT5643
Course Duration:	Intensive Teaching Mode/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 introduce students to the mindset, skills, and experience necessary to become a global marketing manager, and enables students to assess the potential for marketing products to other countries or regions in light of differences in their economic, cultural, and political environments.   It introduces students to the considerations involved in developing a marketing strategy following global vs. local market segmentation, targeting, and positioning, and facilitates students' ability to develop global and local product, pricing, promotion, and distribution policies to take advantage of similarities and differences across markets.   In the end, the students should be able to design and implement a market entry strategy and make intelligent decisions regarding the organization of global marketing efforts.

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.	Identify key differences in the economic, cultural, and political environments among global markets.		✓		
2.	Develop a segmentation, targeting, and positioning strategy according to local market conditions.			✓	
3.	Evaluate and select a proper market entry strategy.			✓	✓
4.	Design a marketing mix conducive to local customers, and critically evaluate the trade-offs between customization and standardization of each marketing mix element.				✓
5.	Discuss ethic issues in global marketing.		✓		
6.	Collaborate with other students through discussion and work productively as part of a team.			✓	
		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 self-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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Seminar	Concepts and knowledge of global marketing are explained and discussed. To assist students in understanding the taught concepts, discussion exercises are used in every lecture. Students are given exercises that cover relevant topics and are encouraged to work-along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.	✓	✓	✓	✓	✓		
Case Discussions	Students are required to prepare case studies that illustrate and apply global marketing concepts. In groups, students will discuss, write-up, and present their analyses of the case and suggested recommendation.	✓	✓	✓	✓		✓	
Independent Study	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through global marketing concepts and their applications.	✓			✓			

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	5	6		
Continuous Assessment: 100 %								
AT1: Performances in Class Participation	✓			✓		✓	30%	
AT2: In-Class Quizzes	✓	✓	✓				30%	
AT3: Final Group Project		✓	✓	✓		✓	40%	
Examination: _0_ % (duration: , if applicable)								
							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 in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Performances in Class Participation		1. Proactively participate in class discussion by offering innovative ideas and asking questions related to global marketing. 2. Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly classes.	1. Proactively participate in class discussion by offering some innovative ideas and asking questions related to global marketing. 2. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes.	1. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to global marketing. 2. Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes.	1. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to global marketing. 2. Occasionally present and communicate marketing ideas fairly in oral and/or written format in weekly classes.
2. In-Class Quizzes		1. Show excellent command of concepts, theories, models, and analytical frameworks related to global marketing. 2. Demonstrate excellent ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.	1. Show good command of concepts, theories, models, and analytical frameworks related to global marketing. 2. Demonstrate good ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.	1. Show acceptable command of concepts, theories, models, and analytical frameworks related to global marketing. 2. Demonstrate acceptable ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.	1. Show marginal command of concepts, theories, models, and analytical frameworks related to global marketing. 2. Demonstrate marginal ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
3. Final Group Project		1. Show excellent capacity to analyze various marketing issues and to apply course content to solve global marketing problems. 2. Demonstrate excellent ability to communicate information effectively in written format. 3. Demonstrate strong evidence of original thinking. 4. Show high standard of marketing ethics.	1. Show good capacity to analyze various marketing issues and to apply course content to solve global marketing problems. 2. Demonstrate good ability to communicate information effectively in written format. 3. Demonstrate evidence of original thinking. 4. Show acceptable standard of marketing ethics.	1. Show fair capacity to understand and to analyze some major issues. 2. Demonstrate acceptable ability to communicate information in written format. 3. Demonstrate some evidence of original thinking. 4. Show fair standard of marketing ethics.	1. Marginally command course materials, with the ability to describe a few important global marketing issues. 2. Marginally be able to communicate information in written format. 3. Demonstrate marginal creativity. 4. Show minimal standard of marketing ethics.	

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Performances in Class Participation		3. Proactively participate in class discussion by offering innovative ideas and asking questions related to global marketing. 4. Able to always present and communicate marketing ideas excellently in oral and/or written format in weekly classes.	3. Proactively participate in class discussion by offering some innovative ideas and asking questions related to global marketing. 4. Able to frequently present and communicate marketing ideas acceptably in oral and/or written format in weekly classes.	3. Occasionally active when urged to participate in class discussion by offering some acceptable ideas and asking limited questions related to global marketing. 4. Occasionally present and communicate marketing ideas in oral and/or written format in weekly classes.	3. Reactively participate in class discussion by offering very limited ideas and asking very few questions related to global marketing. 4. Occasionally present and communicate marketing ideas fairly in oral and/or written format in weekly classes.	

2. In-Class Quizzes		3. Show excellent command of concepts, theories, models, and analytical frameworks related to global marketing. 4. Demonstrate excellent ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.	3. Show good command of concepts, theories, models, and analytical frameworks related to global marketing. 4. Demonstrate good ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.	3. Show acceptable command of concepts, theories, models, and analytical frameworks related to global marketing. 4. Demonstrate acceptable ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.	3. Show marginal command of concepts, theories, models, and analytical frameworks related to global marketing. 4. Demonstrate marginal ability to apply theories, conceptual frameworks to tackle current problems and issues in global marketing.	
3. Final Group Project		5. Show excellent capacity to analyze various marketing issues and to apply course content to solve global marketing problems. 6. Demonstrate excellent ability to communicate information effectively in written format. 7. Demonstrate strong evidence of original thinking. 8. Show high standard of marketing ethics.	5. Show good capacity to analyze various marketing issues and to apply course content to solve global marketing problems. 6. Demonstrate good ability to communicate information effectively in written format. 7. Demonstrate evidence of original thinking. 8. Show acceptable standard of marketing ethics.	5. Show fair capacity to understand and to analyze some major issues. 6. Demonstrate acceptable ability to communicate information in written format. 7. Demonstrate some evidence of original thinking. 8. Show fair standard of marketing ethics.	5. Marginally command course materials, with the ability to describe a few important global marketing issues. 6. Marginally be able to communicate information in written format. 7. Demonstrate marginal creativity. 8. Show minimal standard of marketing ethics.	

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.)

      Global Marketing; Economic, Cultural, Political Environments; Segmentation, Targeting, Positioning; Market Entry Strategies; Global Branding; Customization and Standardization; Global Marketing Mix.

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.	"Global Marketing,"7th Edition, Warren J. Keegan and Mark C. Green, Upper Saddle River, NJ: Prentice Hall, ISBN: 978-0132719155.

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

      Nil.