

CB4601: GLOBAL MARKETING

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Global Marketing

Subject Code

CB - College of Business (CB)

Course Number

4601

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

Nil

Equivalent Courses

MKT4605 International Marketing

Exclusive Courses

Nil

Part II Course Details

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 professional global marketing analysts and problem solvers.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply professional knowledge of the basic forms, dimensions, and conceptual frameworks of global marketing.	15		x	
2	Identify and analyse the dynamic relationship between standardization and localization, that is, "think globally and act locally" .	15		x	
3	Apply professional skills 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, and suggest solutions to specific and general global marketing problems.	40			x
4	Demonstrate the ability as a professional global marketing analysts and problem solvers.	30	x		

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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will engage in formal seminars to gain important knowledge of global marketing.	1, 3, 4	
2	Class Discussion	Students will participate and make intellectual contribution at each and every class meeting.	1, 2, 4	
3	Reading	Students will read some assigned articles and share their insights during classes.	1, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion and Assignments	1, 2, 4	20	Contribute to class discussions, comment class presentations, and provide insights in the assigned readings.
2	Group Case Study	1, 2, 3	20	Participate in groups to conduct case analysis, present the case, and respond to challenging questions raised by other classmates.
3	Term Project	2, 3, 4	30	Apply the theories learnt in the course, obtain, analyze, and utilize the data, as well as professionally solve the problem.

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Class Discussion and Assignment

Excellent (A+, A, A-)

1. Always participate and make an intellectual contribution at each and every class meeting.
2. Very familiar with the assigned readings, both from the text and additional material.
3. Accurately complete all the assignments.

Good (B+, B, B-)

1. Frequently participate and make an intellectual contribution at each and every class meeting.
2. Quite familiar with the assigned readings, both from the text and additional material.
3. Accurately complete most assignments.

Fair (C+, C, C-)

1. Occasionally participate and make an intellectual contribution at each and every class meeting.
2. Familiar with the assigned readings, both from the text and additional material.
3. Accurately complete some assignments.

Marginal (D)

1. Seldom participate and make an intellectual contribution at each and every class meeting.
2. Marginally familiar with the assigned readings, both from the text and additional material.
3. Accurately complete very few assignments.

Failure (F)

1. Rarely participate at class meeting.
 2. Not familiar with the assigned readings.
 3. No assignment is accurately completed.
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Assessment Task

Group Case Study

Excellent (A+, A, A-)

1. For case analysis, students are able to demonstrate excellent skills in:
 - identifying case problem(s);
 - enumerating alternative solutions;
 - evaluating and analyzing alternative solutions;
 - making a right choice of “best” solution; and
 - specifying effective implementation measures.
2. For written or oral case presentation, students are able to demonstrate excellent skills in terms of
 - organization/structure/logical flow;
 - persuasion/expression; and
 - relevance and use of appendices and exhibits in the presentation.

Good (B+, B, B-)

1. For case analysis, students are able to demonstrate good skills in:
 - identifying case problem(s);
 - enumerating alternative solutions;
 - evaluating and analyzing alternative solutions;
 - making a right choice of “best” solution; and
 - specifying effective implementation measures.
2. For written or oral case presentation, students are able to demonstrate good skills in terms of
 - organization/structure/logical flow;
 - persuasion/expression; and
 - relevance and use of appendices and exhibits in the presentation.

Fair (C+, C, C-)

1. For case analysis, students are able to demonstrate adequate skills in:
 - identifying case problem(s);
 - enumerating alternative solutions;
 - evaluating and analyzing alternative solutions;
 - making a right choice of “best” solution; and
 - specifying effective implementation measures.
2. For written or oral case presentation, students are able to demonstrate adequate skills in terms of
 - organization/structure/logical flow;
 - persuasion/expression; and
 - relevance and use of appendices and exhibits in the presentation.

Marginal (D)

1. For case analysis, students are able to demonstrate marginal skills in:
 - identifying case problem(s);
 - enumerating alternative solutions;
 - evaluating and analyzing alternative solutions;
 - making a right choice of “best” solution; and
 - specifying effective implementation measures.
2. For written or oral case presentation, students are able to demonstrate marginal skills in terms of
 - organization/structure/logical flow;
 - persuasion/expression; and
 - relevance and use of appendices and exhibits in the presentation.

Failure (F)

1. For case analysis, students are unable to demonstrate skills in:
 - identifying case problem(s);
 - enumerating alternative solutions;
 - evaluating and analyzing alternative solutions-making a right choice of “best” solution; and
 - specifying effective implementation measures.
 2. For written or oral case presentation, students are unable to demonstrate skills in terms of
 - organization/structure/logical flow;
 - persuasion/expression; and
 - relevance and use of appendices and exhibits in the presentation.
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Assessment Task

Group Project

Excellent (A+, A, A-)

1. Show quality analysis of the influence of cultural differences in every aspect of global marketing plan.
2. Demonstrate quality analysis of the five main decisions related to global marketing plan:
 - whether to globalize/globalize,
 - which markets to enter,-how to enter,
 - with which marketing program, and
 - how to implement and control the program.

Good (B+, B, B-)

1. Show good analysis of the influence of cultural differences in every aspect of global marketing plan.
2. Demonstrate good analysis of the five main decisions related to global marketing plan:
 - whether to globalize/globalize, which markets to enter,
 - how to enter,
 - with which marketing program, and
 - how to implement and control the program.

Fair (C+, C, C-)

1. Show adequate analysis of the influence of cultural differences in every aspect of global marketing plan.
2. Demonstrate adequate analysis of the five main decisions related to global marketing plan:
 - whether to globalize/globalize which markets to enter,
 - how to enter,
 - with which marketing program, and
 - how to implement and control the program.

Marginal (D)

1. Show limited analysis of the influence of cultural differences in every aspect of global marketing plan.
2. Demonstrate marginal analysis of the five main decisions related to global marketing plan:
 - whether to globalize/globalize,
 - which markets to enter,
 - how to enter,
 - with which marketing program, and
 - how to implement and control the program.

Failure (F)

1. Show low level of analysis of the influence of cultural differences in every aspect of global marketing plan.
2. Demonstrate only a few analysis of the five main decisions related to global marketing plan:
 - whether to globalize/globalize,
 - which markets to enter,
 - how to enter,-with which marketing program, and
 - how to implement and control the program.

Assessment Task**Final Examination****Excellent (A+, A, A-)**

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 global marketing problems and issues.

Good (B+, B, B-)

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 global marketing problems and issues.

Fair (C+, C, C-)

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 global marketing problems and issues.

Marginal (D)

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 global marketing problems and issues.

Failure (F)

1. Show inadequate command of concepts, theories, models, and analytical frameworks related to global marketing.
2. Demonstrate inadequate ability to apply theories, conceptual frameworks to tackle current global marketing problems and issues.

Part III Other Information**Keyword Syllabus**

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

Reading List**Compulsory Readings**

Title	
1	Cateora, Philip R. and John L. Graham, "Global Marketing", 13nd Edition, Boston, Massachusetts: McGraw-Hill.

Additional Readings

Title	
1	Theodore Levitt, "The Globalization of Markets", Harvard Business Review, May-June 1983, 92-102.
2	Pankaj Ghemawat (2001), "Distance Still Matters", Harvard Business Review, (Sep-Oct), 137-147.
3	Kuemmerle, Walter (2001), "Go Global or No", Harvard Business Review, June, 37-49.
4	Jenster, Per V. and Hoover, David (1992), "How to Focus Marketing Intelligence to Serve Strategy", Planning Review, 20 (4), pp. 32-36.

5	"Market Research in China", Hong Kong Industrialist, 2001 (1), 10-21.
6	Campbell, Andrew and Marcus Alexander (1997), "What's Wrong with Strategy", Harvard Business Review, (Nov-Dec), 42-51.
7	Whitelock, Jeryl and Carole Pimblett, "The Standardization Debate in Global Marketing", Journal of Global Marketing, 199710 (3), 45-66.
8	McCort, Daniel John and Naresh K Malhotra, "Culture and Consumer Behavior: Toward An Understanding of Cross-Cultural Consumer Behavior in Global Marketing", Journal of Global Consumer Marketing, 1993, 6 (2), 91-127.
9	Douglas, Susan P. and C. Samuel Craig, "Competing in the Next Millenium: Challenges Facing Global Marketers", Global Marketing Review, 16, 2, 1999.
10	Schutte, H. (2001), "Asian Culture and the Global Consumer", Mastering Marketing, Business Standard, 19 pp.2-3.
11	McCort, D.J. and Malhotra, N.K. (1993), "Culture and Consumer Behavior: Toward an Understanding of Cross-cultural Consumer Behavior in Global Marketing", Journal of Global Consumer Marketing, 6 (2) 91-109.
12	Kaikati, J.G. (1996), "Opportunities and Challenges of Doing Business in ASEAN", Journal of Global Marketing, 9 (3), 1996, 47-65.
13	Russow, L.C., Okoroafo, S.C. (1996), "On the Way towards Developing a Global Screening Model", Global Marketing Review, 13 (1), 46-64.