

University of International Business and Economics
International Summer Sessions

MKT 320: Global Marketing

Term: 18 December 2017 – 8 January, 2018

Instructor: David Fitzgerald

Position: Managing Director, EcoMarketing Group Pty Ltd

Academic appointments:

Visiting Professor: IESEG School of Management (Paris & Lille, France)

Sessional lecturer: RMIT University, Melbourne, Australia

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Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)

Office Hours: Available by appointment

Teaching Assistant: TBA

Email: TBA

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4 units

Course Description:

This course adapts marketing principles for the global stage. It considers the importance of organisations maintaining a global outlook. The course provides a structure to assist you analyse the global environment as well as providing you with tools that will equip you in developing strategies that acknowledge and meet complex challenges presented by globalisation and the growing impact of developing economies.

The course is practical in nature and designed to make you 'work ready'.

Course Goals:

By the end of this course, you will understand how to analyse global marketing opportunities by assessing global economic and trade environments, social and cultural factors as well as political, legal and regulatory settings that affect global trade. You will also be equipped with the knowledge of how best to apply marketing principles to effectively enter and maintain a competitive position within the global marketing context.

Throughout the course you will also be encouraged to appreciate the emerging challenges that face marketers, including the effect rapid urbanization and globalization have on collective resources.

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You will be encouraged to prepare for, and participate in class discussion throughout the course as a mechanism to learn from your peers and importantly, become familiar with articulating global marketing strategies.

Required Texts:

Warren J. Keegan and Mark C. Green (2016). Global Marketing 9th Edition.
Some readings will be provided to you as PDFs.

Attendance: Required

Grading Policy:

Your final grade for the course will be calculated in the following way:

20%	Class test
30%	Group assignment (3000 words)
50%	Individual exam

Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

A	90-100
A–	85-89
B+	82-84
B	78-81
B–	75-77
C+	72-74
C	68-71
C–	64-67
D	60-63
F	below 60

General Expectations:

1. Research skills

Your assessment of global marketing opportunities will require you to access credible information (including databases) that relate to the country you are considering for your assignment. Your ability to maximize opportunities will depend on how you decipher and evaluate the information these sources provide. Strategic thinking and careful critical analysis of your research findings will be required.

2. Persuasive writing and communication skills

To effectively compete on the global stage, effective writing and communication skills are essential. For this course, you will be required to present your work in a persuasive manner that is supported by the critical analysis of your research findings and reinforced by a command of global marketing

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principles. You will be required to effectively reference your work and apply established marketing frameworks to support the global marketing strategies you develop.

3. Class participation

This class is designed to be interactive. In other words, your opinion will be requested in class - please be prepared to participate. Class discussion is essential to you successfully completing this course as it provides an opportunity for me to provide you with feedback and creates a platform to discuss key components of the course in-depth. To effectively participate in class please read the material provided prior to each session.

When we discuss issues in class please listen carefully to the person presenting their view – this will help you learn from each other's experiences.

The Course Schedule is presented on the following page.

Unit 1: An introduction to Global Marketing	
Monday, 18 December 2017	What is Global Marketing? The Forces Affecting Global Marketing Reading: Chapter 1.
Unit 2: Understanding the Global Marketing Environment	
Tuesday, 19 December 2017	The Global Economic Environment Reading: Chapter 2
Wednesday, 20 December 2017	The Global Trade Environment Reading: Chapter 3
Thursday, 21 December 2017	Social and Cultural Environments Reading: Chapter 4
Friday, 22 December 2017	The Political, Legal and Regulatory Environments Reading: Chapter 5
Unit 3 Approaching Global Markets	
Monday, 25 December 2017	Global Information Systems and Global Research Reading: Chapter 6
Tuesday, 26 December 2017	Segmentation, Targeting and Positioning Reading: Chapter 7 Class test
Wednesday, 27 December 2017	Importing, Exporting and Sourcing Reading: Chapter 8 Global Market Entry Strategies Reading: Chapter 9
Thursday, 28 December 2017	Exam
Unit 4: the Global Marketing Mix	
Friday, 29 December 2017	Brand and Product Decisions for Global Marketers Reading: Chapter 10
Tuesday, 2 January 2017	Pricing for Global Markets Reading: Chapter 11
Wednesday, 3 January 2017	Global Marketing Channels Reading: Chapter 12
Thursday 4 January 2017	Global Marketing Communications (Part 1) Reading: Chapter 13
Friday 5 January 2017	Global Marketing Communications (Part 2) Reading: Chapter 14
Monday 8 January 2017 Assignment due and to be submitted at the beginning of class. Unit 5: The future of Strategy and Leadership	Global Marketing and the Digital Revolution Reading: Chapter 15 Sustainability Leadership Reading: Martin. L.R (2002) The Virtue Matrix: Calculating the Return on Corporate Responsibility. <i>Harvard Business Review March Edition.</i>

