Course Objectives

This course is designed for students who wish to know more about marketing in a global context. Through conceptual learning, case analyses, problems solving, and project assignments, this course prepares students for the socio-cultural, legal, political, economic, and technological challenges in international marketing.

After taking this course, the students should be able to:

- Appreciate the major environmental trends affecting global marketing;
- Understand the role of marketing research in global marketing and be able to identify appropriate research approaches for solving different information needs in global marketing;
- Understand the motivations, advantages, and disadvantages of various entry modes when designing market entry strategies for global firms;
- Appreciate the standardization versus differentiation issue in the design of marketing mix for global markets;
- Follow up on topical issues plaguing global marketers, diagnose these problems using theories and concepts learnt, and be creative in suggesting possible solutions to these problems.

Course Contents

This course achieves the above objectives by examining the following issues:

1. Globalization: To Be or Not To Be?
2. Going Global: Information Needs and Search
3. Cross-cultural Consumer Behavior
4. Going Global: Entry Modes Decision
5. Going Global: Focus on Export Marketing
6. Product and Branding Strategies for Global Markets
7. Pricing Issues in Global Markets
8. Channel Issues in Global Markets
9. Integrated Marketing Communications in Global Marketing
10. Special Topics in Global Marketing

**Basic Text**


**Reference Texts**


**Assessment Methods**

Mid-term & Final quizzes : 40%
Term Project : 30%
Case Assignments: 15%
Class Participation: 15%

**Student’s Responsibilities**

Students are expected to attend class regularly. Any students found absent for more than 3 sessions without valid reasons/authorisation will be deemed to have failed in the course.

Students are responsible for all readings assigned, either from the basic text, reference texts, or handouts. Passive learning is strongly discouraged and students are expected to participate actively in class discussions and case analyses, regardless of whether they are involved in the presentations or not.

Please note that by each Sunday of the previous week, students should have visited the course website’s “Class Notes” section to read the html file on what they are expected to do for the meeting of the coming week. They should then download the powerpoint slides for class discussion.

Students will form groups to present cases and carry out a term project. Details of the term project will be announced to the class in due course.