



## Course Syllabus & Curriculum

### MGT – 304: Global Marketing

Semester – Academic Year 2014

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Office Number: S 86 – Second Floor; College of Business Administration

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Faculty Member: Mr. Shafi Ullah Hasin

Class Hours: (Section 34075) 08.00 – 08.50 pm. (Mon) 08.00 – 09.50 pm. (Wed)

Office Hours: 08:00 – 02.00 p.m. (Sun to Thu)

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#### Course Description & Objectives:

The growing importance of global marketing is one aspect of a sweeping transformation that has profoundly affected the people and industries of many nations during the past 160 years.

Four decades ago, the phrase global marketing did not even exist. Today businesspeople utilize global marketing to realize their companies' full commercial potential. However, there is another, even more critical reason why companies need to take global marketing seriously: survival. A management team that fails to understand the importance of global marketing risks losing its domestic business to competitors with lower costs, more experience, and better products.

This course will allow a student to understand the basics of global marketing and international business issues. Various issues related to what marketing practices are being adopted by global organizations to run their international and global businesses successfully.

**Learning Objectives:** On successful completion of this course, students should be able to:

1. Explain the basic terms and concepts that are commonly used in the study of Global Marketing.
2. Differentiate a firm with local or domestic marketing operations from a firm that is engaged in Global Marketing.
3. Use the product/market growth matrix to explain the various ways a company can expand globally.
4. Describe how companies in global industries pursue competitive advantage.
5. Compare and contrast single-country marketing strategy with global marketing strategy (GMS).
6. Identify the companies at the top of the Global 500 rankings.
7. Explain the stages a company goes through as its management orientation evolves from domestic and ethnocentric to global and geocentric.
8. Discuss the driving and restraining forces affecting global integration today.
9. Explain the various strategies and organizational structures a firm may implement as it ventures into Global Marketing operations
10. Explain and evaluate the major modes of entry into international markets

**Textbook:** Global Marketing, (7th Edition) by E Warren J. Keegan Mark Green. Published by Pearson.  
Global Marketing Management (4th Edition) by Masaaki Kotabe and Kristiann Helsen, Published by John Wiley and Sons.

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**Assessments**

Assignments (Case study solving x 3)	: 15%
Class Attendance & Participation	: 05%
First Mid-Term (Descriptive Questions, MCQs, True False)	: 20%
Second Mid-Term (Descriptive Questions, MCQs, True False)	: 20%
Final Exam: (Descriptive Questions, MCQs, True False)	: 40%

**Attendance:** It is compulsory to attend at least 75% of all classes. Any student failing to attend 75% of the classes will not be able to sit in the Final Examination

**Make-ups:** If a student misses the mid-term he has to provide a documented proof for the reason of absence in order to resist in the make-up examination. Moreover, late submission of any required assignment means getting less marks for that assignment. (Make-ups are entertained only in genuine cases approved by Department Chairman).

**Policy on Academic Integrity:** Students who violate University rules on academic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on academic dishonesty will be strictly enforced.

Taking the words of others or presenting the ideas of others as your own not only prohibits you from learning the skills of academic research, it also violates the University's Code of Academic Integrity. The University defines academic dishonesty as "cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information."

Please make yourself familiar with the University's Code of Academic Integrity. There will be zero tolerance for plagiarism and cheating. Please note that the Code stipulates that you cannot submit work prepared for another course—if you want to re-use research done in previous courses, discuss details with me before you start on the paper. If you are not sure about how to represent another person's work in an assignment, contact me for advice before submitting. The code specifies that the minimum sanction for plagiarism is an F on the particular assignment; repeated offenses carry an F for the class as the minimum penalty.

**Course Coverage:**

- **Week 1 & 2:** what is globalization and global marketing? Global vs. regular marketing. Introduction to global industries. Competitive advantage, globalization & global industries. The Importance of Going Global. Forces Affecting Global Integration & Global Marketing. (Chapter 1)
- **Week 3:** Introduction to Global Marketing: An overview of the world economy: A survey of economic system types: The stages of market development: The balance of payments. (Chapter-2)
- **Week 4:** The Global Trade Environment: General Agreement on Tariffs and Trade: To identify the major characteristics and challenges of the World Trade Organization: Free Trade Area, Global Trade Unions. (Chapter – 3)
- **Week 5:** Social & Cultural Environments: This chapter includes: Society, Culture, and Consumer Culture: Hall's Theory: Hofstede's Cultural Typology: Ethnocentricity and Self-Reference Criterion: Maslow's Hierarchy: Diffusion Theory. (Chapter – 4)
- **Week 6:** Political, Legal and Regulatory Environments: Understand how a political environment impacts marketing: Know how international law differs over the world: Which

business issues lead to legal problems: How conflicts can be resolved in the European Union. (Chapter – 5).

- **Week 7: Revision of Chapter** (1,2,3,4 & 5 Mid Term 1 Exam)
- **Case Study 1.** .....

**First Mid-Term:** [Descriptive Questions, MCQs, True False) (Chapters: 1,2,3,4 & 5)]

- **Week 8:** Global Information Systems and Market Research: To understand the importance of information technology and marketing information systems: To utilize a framework for information scanning and opportunity identification: To understand the formal market research process: To know how to manage the marketing information collection system and market research effort. (Chapter 6)
- **Week 10:** Segmentation, Targeting, and Positioning: To learn How to identify like groups of potential customers? How to choose the groups to target? How to segment those groups? How to position the brand in the mind of the customer? (Chapter 7).
- **Week 11:** Importing, Exporting, and Sourcing: This chapter looks at: Export selling and export marketing: Organizational export activities: National policies on imports and exports: Tariff systems: Key export participants. (Chapter – 8).
- **Week 12:** Global Market Entry Strategies: Licensing, Investment and Strategic Alliances: To learn about how trade barriers are falling around the world. How companies need to have a strategy to enter world markets: Starbucks has used direct ownership, licensing, and franchising for shops and products.
- **Week 13:** Revision (6, 7, 8, & 9)
- **Case Study 2.** .....

**Second Mid Term** [Descriptive Questions, MCQs, True False) (Chapters: 6, 7, 8 & 9)]

- **Week 14:** Branding and Product Decisions in Global Marketing: This chapter includes: Brand and product concepts: Local, international, and global brands: Product design issues
- Maslow's needs hierarchy: Country of Origin brand element: Strategic alternatives: New product continuum: Types of innovation. (Chapter – 10)
- **Week 14:** Pricing Decisions: This chapter looks at: Law of one price: Price floors & ceilings: Optimum prices: Target costing: Price escalation: Environmental issues: Gray market goods: Dumping: Price fixing: Transfer pricing: Countertrade. (Chapter – 11).
- **Week 15:** Channels and Physical Distribution: To know about: Channel structure options Distribution channels–consumer and industrial: Global retailing: Physical distribution, supply chains, and logistics including six types of transportation. (Chapter – 12).
- **Week 16:** Global Marketing Communications Decisions: Advertising and Public Relations: This chapter looks at: Innovations that led to the digital revolution: Value networks and the sustaining and disruptive nature technologies: E-commerce and Web site categories: New products and services of the past decade. (Chapter – 13).
- Global Marketing and the Digital Revolution: This chapter looks at: Innovations that led to the digital revolution: Value networks and the sustaining and disruptive nature

technologies: E-commerce and Web site categories: New products and services of the past decade. (Chapter – 15).

- **Week 17:** Revision (Chapters: 10, 11, 12, 13 & 15)
- **Case Study 3.** .....

**Week 18: Final Exam** [Descriptive Questions, MCQs, True False) (Chapters: 2, 10, 11, 12, 13 & 15)]

### Details on the Mode of Assessment.

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| • <b>Class Activities</b> .....  | <b>20%</b>   |
| • Attendance & Participation .....   | 5 %          |
| • Assessment .....   | 15%          |
| ○ <i>Case Study Solving: Writing, presentation &amp; question answer session.</i>        |              |
| ○ <i>To assess Analytical Skills/logical skills, written &amp; Communication Skills.</i> |              |
| • <b>Mid-term Examinations</b> .....   | <b>40%</b>   |
| • Mid-term exam 1 – [Descriptive Questions, MCQs, True False] (Chapters: 1,2,3,4 & 5)]   | 20%          |
| • Mid-term exam 2 – [Descriptive Questions, MCQs, True False] (Chapters: 7, 8, 9 & 10)]  | 20%          |
| ○ <i>To assess written, Conceptual &amp; application Skills.</i>                         |              |
| • <b>Final Examination</b> .....   | <b>40%</b>   |
| • [Descriptive Questions, MCQs, True False] (Chapters: 1, 5, 11, 12, 13 & 15)]           | 40%          |
| ○ <i>To assess written, Conceptual &amp; application Skills.</i>                         |              |
| <b>Total Percentage:</b>   | <b>100 %</b> |