**Course Syllabus**

**MKT – 304: Global Marketing**

Semester – 1st of Academic Year 2015 - 2016

Faculty Member: Noura Alharbi

Website: http://fac.ksu.edu.sa/hnoura

E-mail: [hnoura@ksu.edu.sa](mailto:hnoura@ksu.edu.sa)

Class hours : Sun,Tuesday,Thursday 9:00-9:50

Office Number: S6 (second floor)

**COURSE DESCRIPTION: This course focuses on the key issues of international marketing management including decision making processes of international managers in determining policies in regards to marketing planning, marketing mix strategies, and organizing and controlling international operations in a complex and constantly changing world of the business environment.**

**COURSE GOAL: To empower students with the ability to analyze the environmental factors affecting global marketing activities and its difference from local marketing; along with the ability to identify and analyze the marketing opportunities in foreign markets.**

**To acquaint students with the environment affecting global marketing activities and how these activities differ from domestic marketing activities. Also, to help students identify and analyze marketing opportunities in foreign markets.**

**COURSE EXTERAL RESOURCES: Following the strategic decision process of various global companies, reading articles, and viewing different case studies. Also, we will have several articles from the American Marketing Association.**

**REQUIRED TEXT: Warren Keegan & Mark Green , Global Marketing , pearson , Sixth Edition or latest .**

**RECOMMENDED REFERENCES: Philip Cateora, and John Graham, *International marketing.*McGraw-Hill, 2008.**

**EVALUATION CRITERIA**

|  |  |  |
| --- | --- | --- |
| **Midterm 1** | **20 marks** | **Tuesday 13/10/2015** |
| **Midterm 2** | **20 marks** | **Tuesday 17/11/2015** |
| **Cases** | **5 marks** |  |
| **Project** | **15 marks** |  |
| **Final Exam** | **40 marks** |  |
| **Total** | **100** |  |

**\*\* NOTE: please note that there are no Make-up exams!!!!!!**

***NOTE:***

* **Class attendance and participation in class discussion is expected and absences will affect your final grade.**
* **The due dates for assignments are non-negotiable and late work will be penalized.**
* **All assignments are to be professional in appearance and typed.**

**CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address:** [**Hnoura@ksu.edu.sa**](mailto:Hnoura@ksu.edu.sa)

**ATTENDENCE & PARTICIPATION POLICY**

**You are expected to attend all class sessions. Your participation is important! If you are absent for assigned work, you have to send it via email (soft copy ), otherwise your grade will be zero . You are allowed FOUR unexcused absences ONLY!**

**Class participation is important in a number of respects. First, it prepares you the personal interaction that takes place in business and in life on a daily basis. Second, it forces you to prepare better (and regularily) because you know you will have to discuss the subject in class. You must prepare for class discussion by spending time on assignments and case studies. The first 10 minutes of each class will include a random selection of students discussing a recap of the previous lecture, so BE READY!!**

**LIST OF TOPICS**

|  |  |  |
| --- | --- | --- |
| **List of Topics** | **No ofWeeks** | **Contact hours** |
| **Chapter 1: Introduction to Global Marketing** | **1** | **3** |
| **Chapter 4: Social and Cultural Environment** | **1** | **3** |
| **Chapter 7: Segmentation, Targeting, and Positioning** | **1** | **3** |
| **Chapter 9: Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances** | **1** | **3** |
| **Chapter 10: Brand and Product Decisions in Global Marketing** | **1** | **3** |
| **Chapter 13: Global Marketing Communications Decisions 1: Advertising and Public Relations** | **1** | **3** |
| **Chapter 15: Global Marketing and the Digital Revolution** | **1** | **3** |
| **Chapter 16: Strategic Elements of Competitive Advantage** | **2** | **6** |
| **Chapter 17: Leadership Corporate Social Responsibility** | **2** | **6** |

**GROUP PROJECT**

**A significant percentage of your grade will be on the group project which includes 2 students for each group. You are required to find a need that is not met in a foreign country and develop a product launch plan/strategy. To find such need, you are required to interview a native of that country, living in Saudi Arabia. Be wise in choosing your country, whereby you have full access to your source to ask as many questions as possible, and acquire accurate information about his/her hometown. Bear in mind that countries cannot be repeated, hence, reserve the country of your choice early on.**

**This project requires extensive research in the following areas:**

* **Research about the country and its culture**
* **Research on the contents of a product launch plan or product strategy**
* **Research on the industry in which your product belongs to**
* **Research on the company that provides the product**
* **Research on the SWOT analysis**

**The total length of the report is to be no more than 20 pages, where the bulk of the project takes 15 pages and 5 pages are left for appendices.**