

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

**School of Business
MKTG3523: Global Marketing
Semester 2, 2016-17**

GENERAL INFORMATION	
<p>Instructor: Dr. Michael He Jia</p> <p>Email: mhja@hku.hk</p> <p>Office: Room 1218, K.K. Leung Building</p> <p>Phone: 6677 2671 (Mobile)</p> <p>Consultation times: 12:30 – 14:00 Monday, 10:30 – 12:00 Thursday, or by appointment</p> <p>Tutor: TBD</p> <p>Pre-requisites: MKTG 2501 Introduction to Marketing</p> <p>Co-requisites: N/A</p> <p>Mutually exclusive: N/A</p> <p>Course Website: TBA</p>	
COURSE DESCRIPTION	
<p>This course shows how the basic principles of marketing can be applied to marketing problems across national boundaries and within foreign countries. Attention is paid to the development of global marketing strategies and to the different approaches needed to market consumer items, industrial goods, and services internationally. The impact on marketing of the cultural, economic, political, and technological environments in different countries will be assessed.</p>	
COURSE OBJECTIVES	
<p>This course aims to help students learn how to develop a global perspective when formulating marketing strategies and adapt marketing decisions according to specific characteristics of different country markets. Students will learn how to apply theoretical frameworks about global marketing to real-world business issues through lectures, case studies, and group projects.</p>	
PROGRAMME LEARNING OUTCOMES	
<p>PLO1: Acquisition and internalization of knowledge of the programme discipline</p> <p>PLO2: Application and integration of knowledge</p> <p>PLO3: Inculcating professionalism and leadership</p> <p>PLO4: Developing global outlook</p> <p>PLO5: Mastering communication skills</p>	
COURSE LEARNING OUTCOMES	
Course Learning Outcomes	Aligned Programme Learning Outcomes
CLO1: Collect and analyze relevant information about markets in different countries around the world and identify the key characteristics of important country markets	PLO2, PLO3, PLO4
CLO2: Formulate marketing strategies in different countries according to their social, economic, political, and technological environments, the characteristics of customers and competitors in these markets, and a firm's own strengths and weaknesses	PLO1, PLO3
CLO3: Balance between local and global perspectives in designing marketing plans	PLO4

CLO4: Make decisions about products, promotion, pricing, and distribution in international and global business contexts		PLO1, PLO3, PLO4	
CLO5: Apply theories and utilize various technological tools and databases to solve international marketing and business problems		PLO2, PLO3	
CLO6: Master communication skills through group discussions, oral presentations, and written reports		PLO5	
COURSE TEACHING AND LEARNING ACTIVITIES			
Course Teaching and Learning Activities		Expected contact hour	Study Load (% of study)
T&L1. Lecture		36 hours	30%
T&L2. Case Study and Analysis		24 hours	20%
T&L3. Group Project and Presentation		24 hours	20%
T&L4. Self-study		36 hours	30%
Total		120 hours	100%
Assessment Methods	Brief Description	Weight	Aligned Course Learning Outcomes
A1. Mid-term Exam	Multiple choice and short answer questions	25%	CLO1, CLO2, CLO3, CLO4
A2. Final Exam	Multiple choice and short answer questions	35%	CLO1, CLO2, CLO3, CLO4
A3. Group Projects	Group-based written reports and presentations	30%	CLO5, CLO6
A4. Class Participation	In-class discussions and quizzes	10%	CLO5, CLO6
Total		100%	
STANDARDS FOR ASSESSMENT			
Course Grade Descriptors			
A+, A, A-	Candidate has consistently demonstrated a thorough grasp of the subject as evidenced by original or exceptionally astute analysis and synthesis		
B+, B, B-	Candidate has frequently demonstrated a substantial grasp of the subject		
C+, C, C-	Some of the responses are well organized, clear but with insufficient elaboration		
D+, D	Solutions to questions and problems contain unstructured but relevant observations, and are marginally interesting		
F	Candidate has shown little evidence of basic familiarity with the subject		
Assessment Rubrics for Each Assessment			
Assessment Criteria for Group Projects			
A+, A, A-	Provide creative and consistent solutions, all of which are supported by thorough and reasonable analyses of facts		
B+, B, B-	Provide consistent solutions, most of which are supported by thorough and reasonable analyses of facts		
C+, C, C-	Provide only a few defensible solutions, which are supported by thorough and reasonable analyses of facts		
D+, D	Provide many inconsistent solutions, and few of them are supported by thorough and reasonable analyses of facts		
F	Provide logically flawed solutions, which are not based on analyses of facts		

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Week 1

Jan 16 (M) Introduction and Overview
Jan 19 (TH) Social and Cultural Environment I

Week 2

Jan 23 (M) Social and Cultural Environment II
Jan 26 (TH) Economic and Trade Environment I

Week 3

Jan 30 (M) **Lunar New Year break, no class**
Feb 2 (TH) **Lunar New Year break, no class**

Week 4

Feb 6 (M) Economic and Trade Environment II
Feb 9 (TH) Political and Technological Environments

Week 5

Feb 13 (M) Global Marketing Research
Feb 16 (TH) Corporate Social Responsibility in Global Marketing

Week 6

Feb 20 (M) Segmentation, Targeting, and Positioning in Global Marketing
Feb 23 (TH) Group Presentation

Week 7

Feb 27 (M) Group Presentation
Mar 2 (TH) Mid-term Exam

Week 8

Mar 6 (M) **Reading week, no class**
Mar 9 (TH) **Reading week, no class**

Week 9

Mar 13 (M) Globalization versus Localization
Mar 16 (TH) **University holiday, no class**

Week 10

Mar 20 (M) Brand and Product Decisions in Global Marketing I
Mar 23 (TH) Brand and Product Decisions in Global Marketing II

Week 11

Mar 27 (M) Communication Decisions in Global Marketing I
Mar 30 (TH) Communication Decisions in Global Marketing II

Week 12

Apr 3 (M) Pricing Decisions in Global Marketing
Apr 6 (TH) Distribution Decisions in Global Marketing

Week 13

Apr 10 (M) New Trends in Global Marketing
Apr 13 (TH) Marketing to Low-income Consumers in Developing Countries

Week 14

Apr 17 (M) **General holiday, no class**
Apr 20 (TH) Group Presentation

Week 15

Apr 24 (M) Group Presentation
Apr 27 (TH) Final Exam

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS

Keegan, Warren J., & Green, Mark C. 2015. Global Marketing (Eighth Edition). Upper Saddle River, NJ: Pearson Education.

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- conducting mid-term survey in addition to SETL around the end of the semester
- Online response via Moodle site
- Others: _____ (please specify)

COURSE POLICY

1. Usage of electronic devices (cell phones, smart phones, PDAs, iPhones, Android phones, computers, laptops, iPods, iPads, other tablets, MP3 players, etc.) is not permitted during class time.
2. The only material students should be reading is that concerned with the class. Reading of any other material, such as newspapers or magazines, or doing work from another class, is not acceptable.
3. The following represent behaviors that would be judged academically dishonest. This list is not intended to be exclusive or exhaustive.
 - a. Examination Behavior – Any use of external assistance during an examination, including, but not limited to the following:
 - Communicating with another student.
 - Copying material from another student's examination.
 - Allowing another student to copy from your examination.
 - Using unauthorized notes or aids.
 - b. Fabrication – Any intentional falsification or invention of data or other information.
 - c. Plagiarism – The appropriation and subsequent use of another's ideas or words as your own. If another's ideas or words are used, acknowledgement of the original source must be made.
 - d. Other Types of Academic Dishonesty include the following:
 - Submitting a paper written by or obtained from another.
 - Using a paper or essay in more than one class, without the teacher's express permission.
 - Obtaining a copy of an examination in advance, without the knowledge or consent of the teacher.

ADDITIONAL COURSE INFORMATION

1. No late submissions or make ups will be permitted.
2. For enquires to the instructor, please allow at least 24 hours for a response.