

## Subject overview

---

Global marketing's main job is to create customer value in the global marketplace. This subject focuses on how managers evaluate global market opportunities and develop market entry and expansion strategies in order to create customer value globally. The strategies entail managing marketing mix elements, i.e., product strategy, distribution methods, pricing and promotion approaches in global markets. The primary challenge is to decide if the marketing mix strategies will be strictly local, global, or adapted from other markets.

## Learning Outcomes

---

By the completion of this subject students will be able to:

- Examine the complexity of conducting marketing activities in a global context
- Identify cultural, social, legal, political, and economic differences among countries of the world.
- Identify relevant data for marketing decision making in a global setting.
- Analyze market information and deduct insights from the analysis.
- Incorporate insights gained from market analysis in global strategic decisions into assignments.

## Assessment overview

---

- |                             |                         |
|-----------------------------|-------------------------|
| • Class Participation       | 15% of total assessment |
| • 3 Case Reports (10% each) | 30% of total assessment |
| • 3 Essay Exams (10% each)  | 30% of total assessment |
| • Term Project              | 25% of total assessment |

## Subject modules

---

- The Global Economy
- Cultural and Social Forces
- Political and Regulatory Climate
- Global Markets
- Global Competitors
- Global Marketing Research & Participation
- Global Market Entry Strategies
- Global Product Strategies
- Global Strategies for Services, Brands, and Social Marketing
- Pricing for International and Global Markets
- Managing Global Distribution Channels
- Global Promotion Strategies
- Managing Global Advertising
- Organizing for Global Marketing

## Required readings

---

- Gillespie, K., Jeannet, J-P, & Hennessey, H.D. (2007). *Global marketing* (2nd Ed.). Houghton Mifflin Company.
- Students will also read a variety of journal articles assigned by Academic Teaching Staff.

## Questions?

---

If you have questions about any of the subject summaries, please contact us.