MKT320 - GLOBAL MARKETING
Syllabus

Jun. 29 - Jul. 17, 2020

Term Duration: Jun. 29 - Jul. 17, 2020
Credit Points: 4
Instructor Name: TBA
Home Institution: Beijing Institute of Technology
Lecture Hour: 15:40-18:40

Course Description

Global marketing is a rapidly growing area within the disciplines of international business and marketing. Central to global marketing is the response of global rather than local customers in the marketing environment, the types of decisions and the information required for effective decision-making. This course is designed to provide the student with insights into the pressures created by the international political, legal, economic, financial, cultural, and technological environment on marketing planning. The course enables students to learn analytical skills to develop global marketing plans and the marketing mix elements in a globalizing world.

Course Aims:

On successful completion of this course, students will be able to:

1. apply basic global marketing theories and concepts to understand the environment;
2. compare and contract single-country marketing strategy with global marketing strategy;

3. undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies;

4. identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats.

Language of Instruction

English

Required Textbook

International Marketing: An Asia-Pacific Perspective
Author: R. Flectcher & H. Crawford
Publisher: Pearson
ISBN: 9781488611162

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

Students are expected to have taken **Introduction to Marketing**, or have thorough knowledge of topics covered in the course mentioned above.

Course Schedule

Week	Day	Chapter	Topic	Assignment/ Notes
Week 1	Day 1	Chapter 1	The overview of global marketing	Group Discussion: what is global marketing?
	Day 2	Chapter 2	The political and legal environments	Team Work
	Day 3	Chapter 3	The economic and financial environments	Group Discussion: economic and financial environments
	Day 4	Chapter 4	The cultural and technological environments	Cultural and technological environments
	Day 5	Chapter 5	International market selection and entry	Quiz 1
Week 2	Day 6	Chapter 6	General analysis of Internationalization, relationships, and networks	Internationalization, relationships, and networks
	Day 7	Chapter 7	Introduction to Globalization	Globalization
	Day 8	Chapter 8	Course project	Presentations
	Day 9	Chapter 9	The product strategy in global marketing	Group Discussion: product strategy
	Day 10	Industrial Visit		
Week 3	Day 11	Chapter 10	The pricing strategy in global marketing	Case Study
	Day 12	Chapter 11	The promotion strategy in global marketing	Quiz 2
	Day 13	Chapter 12	Global marketing distribution	Team Work
	Day 14	Chapter 13	Course review and exam prep	Review
	Day 15	Final Exam		

Grading Policy

Items	Percentage
Lecture participation	10%
Quizzes (x 2)	20%
Presentation	20%
Final exam	50%
Total	100%

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
    i) paraphrasing or copying published and unpublished work without a reference;
    ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
    i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
    ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
    i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student’s contribution to the work;
    ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
    iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
    iv) a student falsely indicating that they have been present at an activity where attendance is required;
    v) completing an assessment task outside the conditions specified for that task.

d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
    i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
    ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
    iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
    iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
    v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
    vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;
e) Other dishonest acts including but not limited to:
    i) altering or falsifying any document or record for the purposes of gaining academic advantage;
    ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
    iii) inventing references.