**Syllabus – Global Marketing**

***Instructor: Dr. Talhat Alhaiou***

Office: Department of Management, 65

Office hours: Refer to the schedule

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| **Global Marketing, MKT304** | |
| **Reference Books** | **Author / Publication** |
| **Global Marketing** | **Warren J. Keegan and Marks C. Green, Pearson Publication, ISBN 13: 978-1-292-15076-9, 9th Ed. ( Global Edition)** |
| International Marketing | Michael R. Czinkota and Ilkka A. Ronkainen, Cengage Learning, ISBN 13:978-1-133-58839-9, 10th Ed |

**Course Description:**

This course will allow students to understand the basics of global marketing and international business issues. Students will be familiarized with the best marketing practices being adopted by global organizations to run their international and global businesses successfully. The most important objective of this course is to make students learn the principles of Global Marketing, strategic issues, and due focus on Globalization.

**Course Objective:**

By the end of the semester, students should be able to:

* Analyze the environmental factors affecting global marketing activities and its difference from local marketing.
* Identify and analyze the marketing opportunities in foreign markets.
* Specify, explain, and evaluate the important concepts related to global marketing strategies.
* Use these concepts in analyzing the company and developing marketing strategy for the foreign markets

**Course Nature:**

Multiple teaching methods will be employed - lectures, class discussions, in-class exercises, and homework assignments. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give you information that can’t be given as effectively any other way. In-class exercises, homework assignments, and dialogue will help you understand and apply the information, as well as to provide variety. The more you participate – by sharing examples, opinions, and experiences – the more valuable, and fun, this class will be for all of us. We will all learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

* **CLASS ATTANDANCE & PARTICIPATION**:

It is the student's responsibility to attend class regularly. While attendance is **not** part of the grade calculation, class participation **is** a part of your overall grade; therefore, attending (or missing) class can have a direct impact on your final grade. The class participation grade is based on **actual participation** in class (i.e., asking thoughtful questions or making meaningful comments during classroom discussions).

**Course Contents**

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| Topic and Assignment | Book Reading |
| * Introduction to global marketing | Chapter 1 |
| * The Global Economic and Trade Environments | Chapter 2 |
| * Social, Cultural, Political, Legal and Regulatory Environments | Chapter 3 |
| * Importing, Exporting and Sourcing | Chapter 4 |
| * Global Market- Entry Strategies: Licensing, Investment, and Strategic Alliances | Chapter 5 |
| * Brand and Product Decisions in Global Marketing | Chapter 6 |
| * Pricing Decisions | Chapter 7 |
| * Global Marketing Channels and Physical Distribution | Chapter 8 |
| * Global Marketing Communication Decisions | Chapter 9 |

**Assessment**

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| **Task** | **Marks** |
| **Mid-term /Exam 1** | **25** |
| **Mid-term/ Exam 2** | **25** |
| **Assignments** | **10** |
| **Final Exam** | **40** |
| **Total** | **100** |

* **OTHER:** The instructor reserves the right to give occasional pop quizzes if students are frequently unprepared for class. There are **NO** make-up pop quizzes.
* Late work is not accepted. Assignments turned in late will receive a zero. If you miss a class, it is your responsibility to get notes, assignments, exercises or other materials from another student. Missing class does not excuse you from or change assignment due dates.

**EXAM DATES:**

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| **Exam** | **DATE** |
| **First Exam** | **Monday -2th March 2020**  **(7/7/1441)** |
| **Second Exam** | **Monday- 6th April 2020**  **(9/8/1441)** |

**تعليمات هامة :**

1 ـ على الطلاب الانتظام في حضور المحاضرات ، علماً بأن الطالب سوف يحرم من دخول الامتحانات إذا بلغت نسبة غيابه لدى أستاذ المقرر 25% فأكثر.

2 ـ لا توجد اختبارات بديلة الا في حالة تقديم عذر رسمي معتمد لدى إدارة الكلية .

3. على الطلاب الالتزام بالتاريخ المحدد لتسليم الواجبات و لا تقبل الواجبات بعد التاريخ المحدد مهما كان العذر المقدم .

**4. يمنع استخدام الموبايل اثناء المحاضرات و على الطالب اغلاق الموبايل أثناء المحاضرة.**

5. على الطالب الالتزام بالحضور في الوقت المحدد للمحاضرة تماماً , لأن التأخر بالحضور يسبب الازعاج لكل من الأستاذ و الطلاب , و سوف يعتبر التأخر لمرتين غياب كامل .

7. يجب إحضار المادة العلمية أثناء حضور المحاضرة و يمنع حضور من لا يحضر المادة العلمية المطلوبه .

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**مع تمنياتي للجميع بالتوفيق و النجاح**

**د. طلحت المحمد الحيو**