

Course Syllabus

MKT – 304: Global Marketing

Instructor:	Prof. Ahmed Alshumaimri	1 st Semester – Year 2021
Office:	Marketing Department - Office 132	Section: 36858
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Website:	http://faculty.ksu.edu.sa/Alshum/home	Course credit: 3
Office Hours:	Monday, 10 :00 – 1:00 Wednesday 10 :00 – 1:00	

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 OBJECTIVES:

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

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

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	Monday Oct 25 th
Participation	5 marks	
Cases	5 marks	
Project	30 marks	A-Due on Oct 18 th B- Due on Nov 10 th
Final Exam	40 marks	
Total	100	

CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address: alshum@ksu.edu.sa

ATTENDANCE & 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 regularity) 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 of Weeks	Contact hours
Chapter 1: Introduction to Global Marketing	1	3
Chapter 4: Social and Cultural Environment	1	3
Chapter 5: The Political, Legal, and Regulatory Environments	1	3
Chapter 7: Segmentation, Targeting, and Positioning	1	3
Chapter 8: Importing, Exporting, and sourcing	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

You are a member of a team that has been tasked with performing a detailed Country Analysis and Market Entry for one opportunity in one of the selected countries. In brief, your team will analyze the political, economic, legal and cultural environment of the country; outline the challenges and opportunities of conducting small business in that country and provide relevant guidelines and recommendations for entering the market. You will be examining the country from every possible perspective. The team projects will be submitted in 2 parts. Each team will prepare 2 written reports and make 2 presentations in class (about 10 slides), on the key learning for that country.

THE REPORT AND PRESENTATION

The report and presentation should be more than just a collection of key facts and figures; it should offer valuable management and cultural insights about that country. Use charts and graphs wherever possible, but explain them. The total length of the whole report is to be no more than 25 pages, where the bulk of the project takes 20 pages and 5 pages are left for appendices. All your sources of information must be clearly referenced.

Part A: (Report and class presentations) Part A report should be at least a 10-page report.

Part B: (Report and class presentations) Part B report should be about 25 pages.

PRESENTATIONS

Class presentation for should be about 5-7 minutes (5-10 slides). It is not necessary to present every detail that is in the paper. Think creatively to make your presentation fun, lively and interesting. No late presentations will be accepted.



GRADE:

Total grade is 30, Part A = 10 points. Part B= 20 points

Your project grade will be divided between 90% for content (critical analysis, quality and variety of research) and 10% for organization and presentation style. Organization refers to readability, flow, logic, professional organization and writing mechanics of the report. It should be clear, concise, with a logical flow of thoughts and ideas. It is important to use theory and concepts from your readings and class discussions to frame the information you present.

CONTENTS :

PART A :

- 1- Title Page
- 2- Executive Summary
- 3- Analysis of :
 - a. The country's economic political economic situation, opportunities, challenges and risks
 - b. Whether the country represents a good opportunity for your products.
 - c. Economic, Culture and business environment analysis:
 - i. Major religions, ethnic makeup and languages
 - ii. Demographics: Population, growth rate, distribution of population (age groups), rural vs. urban, cities vs. villages. Per capita income levels, wealth distribution.
 - iii. Legal system: Protection of intellectual property rights, enforcement of contracts
- 4- Bibliography/References: This section will be a listing of all your research – your sources of information for the project.
- 5- Mean findings of the interviews with two persons from the selected country.

PART B :

- 1- Title page
- 2- Executive Summary
- 3- Market Entry mode: Suggest the most suitable market entry mode, e.g. exporting, licensing, franchising, joint venture, wholly--owned subsidiary, etc. Explain rationale.
- 4- Market Opportunity Analysis: For your product
 - a. Total size of the market and market potential for your product.
 - b. Target market and demographics for your product
 - c. Competitive products on the market in that country.
 - d. The 4Ps analysis for your product.
 - e. Major advertising media used in the country.
 - f. How to utilize the Social Media + Budgeting.
- 5- Summary:
 - a. Most interesting or fun facts about the country.
 - b. Key challenges, risks, threats of doing business in the country
- 6- Bibliography/References: This section will be a listing of all your research – your sources of information for the project.