**Course Syllabus**

**MKT – 304:Global Marketing**

Semester – 1 - of Academic Year 2018-2019

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**COURSE DESCRIPTION: This course focuses on the key issues of international marketing management including decision making processes of international managers in determining policies in regards to marketing planning, marketing mix strategies, and organizing and controlling international operations in a complex and constantly changing world of thebusiness environment.**

**COURSE GOAL: To empower students with the ability to analyze the environmental factors affecting global marketing activities and its difference from local marketing; along with the ability to identify and analyze the marketing opportunities in foreign markets.**

**To acquaint students with the environment affecting global marketing activities and how these activities differ from domestic marketing activities. Also, to help students identify and analyze marketing opportunities in foreign markets.**

**COURSE EXTERAL RESOURCES: Following the strategic decision process of various global companies, reading articles, and viewing different case studies. Also, we will have several articles from the American Marketing Association.**

**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**

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| --- | --- | --- |
| **Midterm 1** | **20 marks** | **Week 6 : 9/10/2018** |
| **Midterm 2** | **20 marks** | **Week 10 : 6 /11/2018** |
| **Cases & Assignements** | **5 marks** |  |
| **Project and Participation** | **15 marks** |  |
| **Final Exam** | **40 marks** |  |
| **Total** | **100** |  |

**\*\* NOTE: please note that there are no Make-up exams!!!!!!**

***NOTE:***

* **Class attendance and participation in class discussion is expected and absences will affect your final grade.**
* **The due dates for assignments are non-negotiable and late work will be penalized.**
* **All assignments are to be professional in appearance and typed.**

**CONTACT INFORMATION: For any questions or inquiries, feel free to send me an email on the following address:** [**nbenamor@ksu.edu.sa**](mailto:Hnoura@ksu.edu.sa)

**ATTENDENCE & 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 regularily) 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**

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| --- | --- | --- |
| **List of Topics** | **No of Weeks** | **Contact hours** |
| **Introduction to Global Marketing** | **1** | **3** |
| **The global Economic and trade environments** | **1** | **3** |
| **Social, Cultural, Political, legal and regulatory Environment** | **1.5** | **4.5** |
| **Marketing Research, Segmentation, Targeting, and Positioning** | **1** | **3** |
| **Importing, exporting and sourcing** | **1** | **3** |
| **Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances** | **1.5** | **4.5** |
| **Brand and Product Decisions in Global Marketing** | **1** | **3** |
| **Pricing decisions in Global Marketing** | **1** | **3** |
| **Global Marketing channels and physical distribution** | **1** | **3** |
| **Global Marketing Communications Decisions** | **1** | **3** |

**GROUP PROJECT**

The project is to develop an international marketing plan for **an existing or new business**. It will be done in groups of four or five (4-5) and groups will be assigned by the lecturer during Week 1 of the semester.