

**UNIVERSIDAD DEL SAGRADO CORAZÓN
BUSINESS ADMINISTRATION DEPARTMENT
POSTGRADUATE PROGRAM**

SYLLABUS

COURSE TITLE: Global Marketing

COURSE NUMBER: GME 615

CREDITS: 3 credits (3 hours a week, one academic session)

DESCRIPTION

This course discusses the factors that influence the decision to enter global markets. It includes the planning, organizing, and managing of a global marketing strategy. The course develops the understanding of how firms gain competitive advantage in the global marketplace by providing an understanding of the competitive implications affecting global marketing strategies. Topics include: understanding foreign cultures and its implication in consumer behavior, understanding of trade agreements and trade barriers, pricing, distribution and the development of a global marketing strategy.

JUSTIFICATION

Creating a global marketing program is one of the most critical tasks done by global marketers involved in international trade. Major decisions regarding product, price, distribution and promotion must be taken daily to ensure that the strategy developed is well implemented and that it will help the firm achieves its ultimate goal of satisfying customers' needs and wants, and at the same time achieve a healthy profitability. In this course students will develop a comprehensive understanding of the global business environment and how it affects marketing decisions. Students will be able to develop effective global marketing strategies that will provide firms with competitive advantages in their global markets.

CORE COURSE COMPETENCY

The course aims to develop the following competencies:

1. Critical Thinking
2. Decision Making
3. Team work

OBJECTIVES

At the end of this course, students will be able to:

1. Demonstrate ability to apply analytical techniques and frameworks to evaluate a marketing strategy in a global context.
2. Demonstrate the ability to identify and critically assess global marketing policies, practices and strategies of an organization.
3. Demonstrate understanding of how organizations might use the marketing discipline to gain competitive advantage in global contexts.
4. Develop and implement a global marketing strategy.

COURSE OUTLINE

- I. Introduction and Overview
 - A. Definition of Global Marketing
- II. Global Marketing Environment
 - A. The Global Economic Environment
 - B. The Political, Legal and Regulatory Environments of Global Marketing
 - C. The Global Cultural Environment
- III. Analyzing and Targeting Global Market Opportunities
 - A. Global Customers
 - B. Global Marketing Research
 - C. Segmentation, Targeting and Positioning
- IV. Global Marketing Strategy
 - A. Global Entry Strategies
 - B. Global Market Expansion Strategies
 - C. Competitive Analysis and strategy
- V. Global Marketing Programs
 - A. Product
 - B. Price
 - C. Marketing Channels
 - D. Integrated Marketing Communications

INSTRUCTIONAL STRATEGIES

The course is developed through lectures, case studies discussions, group work and written and oral presentations.

ASSESSMENT

Case Studies	25%
Midterm Exam	25%
Final Project	25%
Presentation-Final Project	5%
Participation and Attendance	10%
Final Exam	<u>10%</u>
Total	100%

REQUIRED BOOK

Keegan, W. J. (2014). *Global marketing management*. (8th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

BIBLIOGRAPHY

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- van Heerden, C. H., & Barter, C. (2008). The role of culture in the determination of standardized or localized marketing strategy. *South African Journal of Business Management*, 39(2), 37-44.
- Young, R. B., & Javalgi, R. G. (2007). International marketing research: A global project management perspective. *Business Horizons*, 50, 113-122.
- Zukin, S., & Maguire, J. (2004). Consumers and consumption. *Annual Review of Sociology*, 30, 173-197.

ON-LINE RESOURCES

The electronic databases to which the Biblioteca Madre María Teresa Guevara subscribes directly and through COBIMET Consortium, includes books, documents, magazine and newspaper articles, and other information resources related to course topics.

To use the database, follow these steps:

To access from the library:

- type the address <http://biblioteca.sagrado.edu/>
- select Biblioteca Virtual link, and a page will appear in which you can start making your search for information and access databases

For off campus access, or using personal computers:

- type the address <https://portal.sagrado.edu>
- type your username and password,
- locate and select the Biblioteca Virtual icon, and a page will appear where you can start making your search for information, and access databases

REASONABLE ACCOMMODATION

Students who need special assistance or auxiliary services shall apply to the Associate Dean of Student Affairs at the beginning of the course or as soon as acquiring knowledge thereof, but not later than the third week of classes.

ACADEMIC HONESTY, CHEATING AND PLAGIARISM

Any student who fails to follow the dishonesty, fraud and plagiarism policy is exposed to the following sanctions: receive grade of zero on the assessment and / or rework on the course, note F (*) in the course: suspension or expulsion as defined in the document Academic Honesty Policy, number: 205-001 DAEE dated effective August 2005.

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