

Faculty of Commerce & Business Administration

Global Marketing

Information :

Course Code : MKT 454 **Level :** Undergraduate **Course Hours :** 3.00- Hours

Department : Department of Marketing

Instructor Information :

Title	Name	Office hours
Lecturer	NAGLAA MOHAMED DIAA EMAM MAHMOUD RAMZY	4
Teaching Assistant	Norhan Mohsen Ahmed Foad Ashoush	2

Area Of Study :

The course aims to provide an understanding of the scope and function of international marketing theory and practice. It will present various concepts and tools for analyzing international marketing strategies, and evaluating the marketplace (competitors, external environment: cultural, economic, technological, political/legal, marketing opportunities, etc.). Specifically, the focus will be on developing, evaluating and implementing international marketing strategy at the corporate, regional and local levels. By learning about both theory and practice, the student will obtain a good conceptual understanding of the field of international marketing as well as become firmly grounded in the realities of the global marketplace

Description :

Fundamental understanding of the globalization of marketing activities, explore a variety of marketing issues (branding, segmenting, positioning, pricing, distribution, advertising, etc.) from cross-national and cross-cultural perspectives, assess appropriate global opportunities.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Understand the evolution of international and global marketing theories, and the complex nature of international trade and global enterprise.
2 -	Analyze organisations, and their specific environment, in the context of international and global markets and competition.
3 -	Choose target markets and appropriate modes of entry.
4 -	Select and position, products and services across borders
5 -	Develop marketing mix to suit an organisation's international and global markets.
6 -	Understand contemporary theories of international and global marketing

b.Intellectual Skills: :

1 -	Identify the reasons why organisations decide to expand their market offerings to international and global markets.
2 -	Appreciate different theoretical frameworks and evaluate their appropriateness when formulating global marketing strategies.

3 -	Identify the key factors influencing marketing policies, marketing mix and their implementation in the context of international and global markets
4 -	Manage the strategy implementation process, identify areas of concern, draw conclusions and make viable recommendations.
5 -	Evaluate market potential and associated risks when deciding which markets to enter.
6 -	Select and apply appropriate tools, and use good judgment in the application of marketing decisions.
7 -	Appreciate any ethical, legal, environmental or cultural issues throughout the implementation of international marketing strategies.
8 -	Analyse complex information on countries, markets, customers, and products in a variety of different business contexts, and make timely decisions under pressure.
9 -	Recommend appropriate strategies and marketing mix in the context of international and global markets.

c. Professional and Practical Skills: :

1 -	Identify and analyze opportunities within international marketing environments
2 -	Evaluate complex data and information to make sound judgments in selecting markets and entry strategies, and appropriate marketing mix in the context of international and global markets
3 -	Analyze alternative strategic choices when deciding international or global marketing strategies
4 -	Utilize personal and group experiences to solve business problems within a global context.

d. General and Transferable Skills: :

1 -	Evaluate an organisation's internal resources and capabilities, and the external turbulent environment when deciding to enter international markets
2 -	Evaluate an organisation's competitive power
3 -	Communicate effectively with different audiences, recognising and respecting various cultural norms
4 -	Write an international marketing plan or a business report which
5 -	Apply personal and interpersonal skills appropriate to being an effective member of an international marketing team

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction To Global Marketing	4	3	1
The global economy	4	3	1
Cultural and social forces in global marketing	4	3	1
Global market entry strategies	4	3	1
Global markets	4	3	1
First Mid Term	4	3	1
Global Product Strategies	4	3	1
Global Branding	4	3	1
Pricing for Global	4	3	1
Managing Global Distribution Channels	4	3	1
Second midterm Exam	4	3	1
Global Promotion Strategies	4	3	1
Managing Global Advertising	4	3	1

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Organizing for Global Marketing	4	3	1
Revision week	4	3	1

Teaching And Learning Methodologies :

- Text book

Related published works

Examples and case studies

Individual and group assignment

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Attendance & Participation	20.00	13	
Final Exam	40.00	16	
1st Mid-Exam	20.00	6	
2nd Mid-Exam	20.00	11	

Course Notes :

Brief Lecture Notes

PowerPoint Slides

Recommended books :

Philip Cateora ,Mary Gilly & John Graham (2010) International Marketing. , 15/e Mc Graw Hill