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| **Faculty Information** | **Name** |  |
| **E-mail** |  |
| **Home University** |  |
| **Department** |  |
| **Homepage** |  |
| **Course Information** | **Class No.** |  | **Course Code** |  | **Credits** | **3** |
| **Course Name** | ***Global Marketing*** |
| **Lecture Schedule** | **Total Contact Hours** | **45 hours** |
| **Lecture Hour** | **12: 30-15: 30, Mon-Fri** |
| **Course Description** | **Global marketing represents a dynamically evolving field within the domains of international business and marketing, focusing on strategies to engage global customer bases rather than localized markets. This course examines the complex interplay of political, legal, economic, financial, cultural, and technological environments that shape marketing strategies in a globalized context. Students will develop analytical skills to formulate comprehensive global marketing plans and optimize marketing mix elements (product, price, promotion, distribution) across diverse markets.** |
| **Course Objective** | **Upon successful completion, students should be able to:****• Apply foundational global marketing theories to analyze international business environments;****• Compare and contrast single-country marketing strategies with global approaches;****• Conduct strategic business analyses to develop tailored international marketing objectives and plans;****• Identify, evaluate, and synthesize data to assess international business opportunities and risks.** |
| **Prerequisite** | **Students are expected to have completed Introduction to Marketing or possess equivalent knowledge of marketing fundamentals.** |
| **Materials/Textbooks** | **Mitchell, C. (2000). *A short course in international business culture*. World Trade Press. ISBN: 978-1-4886-1116-2** |
| **Daily****Lecture Plan** | **Week 1** | **Day** | **Topic** | **Assignment** |
| Day 1 | **Overview of Global Marketing** | **Group Discussion: Defining Global Marketing** |
| Day 2 | **Political and Legal Environments in Global Markets** | **Team Project: Regulatory Case Analysis** |
| Day 3 | **Economic and Financial Environments** | **Group Discussion: Macroeconomic Impacts** |
| Day 4 | **Cultural and Technological Landscapes** | **Individual Research: Cultural Trends** |
| Day 5 | **Field Trip to a Multinational Enterprise** | **Field Trip Report** |
| **Week 2** | Day 1 | **Field Trip to a Local Market** | **Field Trip Report** |
| Day 2 | **International Market Selection and Entry Strategies** | **Quiz 1: Market Entry Criteria** |
| Day 3 | **Internationalization, Relationships, and Network Dynamics** | **Case Study: Global Partnerships** |
| Day 4 | **Foundations of Globalization** | **Group Presentation: Global Trends** |
| Day 5 | **Course Project Launch** | **Project Proposal Submission** |
| **Week 3** | Day 1 | **Product Strategy in Global Marketing** | **Group Discussion: Standardization vs. Adaptation** |
| Day 2 | **Field Trip to a Marketing Agency** | **Field Trip Report** |
| Day 3 | **Pricing Strategies in Global Markets** | **Case Study: Price Discrimination** |
| Day 4 | **Promotion and Advertising in Global Contexts** | **Quiz 2: Integrated Marketing Communications** |
| Day 5 | **Global Distribution and Logistics** | **Team Work: Supply Chain Optimization** |
| **Grading Policy** | **Assessment Component** | **Attendance** | **10%** |
| **Case Studies and Quizzes** | **40%** |
| **Final Exam** | **50%** |
| **Total** | **100%** |
| **Academic Integrity** | **Academic integrity is a core principle of this course, and any form of academic dishonesty will be strictly penalized.** | **Prohibited behaviors include, but are not limited to：**1. **Plagiarism:**

**Submitting unoriginal work without proper attribution, including copied text, ideas, or data.**1. **Collusion:**

**Presenting collaborative work as independent without prior approval.**1. **Cheating:**

**Falsifying data, using unauthorized materials, or misrepresenting contributions to assessments.**1. **Examination Misconduct:**

**Unauthorized communication, device use, or impersonation during exams.**1. **Other Violations:**

**Altering records, bribery, or fabricating references.**  |
| **All violations will be addressed in accordance with university regulations.** |