



Global Marketing

International Academic Camp Course Syllabus
Fudan Campus, 2019 December

Study Term:
Winter, 09/12/2019 - 27/12/2019

Study Level:
Undergraduate

Class hours:
8:55 - 11:35

Location:
No.220 Handan Rd, Shanghai, China.

Course Description:

Global Marketing expands the sight of marketing study and application to a global scale. With the influence of globalization, domestic marketing strategies are no longer efficient as marketplace varies in different countries. This subject provides essential marketing knowledge and tools for you to understand and analyze fundamental marketing principles as well as the fierce competition in the international marketplace. These will equip you sufficient knowledge in developing marketing strategies in a global context. The main topics covered in this subject include PESTEL analysis which is a basic tool for macro-environment analysis,

comparison of domestic and foreign marketplace, modes and competitions for new market entrance, strategies of utilizing marketing mix which assess the marketplace from the scope of product design, promotion effects, channel selection and pricing policy.

Course Goals:

On successful completion of this subject, student should be capable to:

1. Demonstrate a basic understanding of complexity of global marketing environment and the influence of globalization as well as urbanization.
2. Identify the key features of foreign marketplace, culture, policies and operations.
3. Effectively compare and evaluate different marketplace by using relevant framework and tools.
4. Develop skills in formulating marketing strategies and implementing them in foreign countries.

Required Texts:

Keegan, W. J., & Green, M. C. (2017). *Global Marketing*, 9th edition. Boston Pearson.

Assessment:

Assessment Task	Weighting	Due Date
1. Attendance and in-class quiz:	10%	During the classes
2. Group written assignment:	20%	TBD
3. One 2-hour individual mid-term exam:	20%	TBD
4. One 2-hour individual final exam:	50%	TBD



Course Schedule:

Day	Date	Topic	Chapter
1	09/12/2019	Introduction to Global Marketing	1
2	10/12/2019	The Global Economic Environment	2
3	11/12/2019	The Global Trade Environment	3
4	12/12/2019	Social and Cultural Environment	4
5	13/12/2019	The Political, Legal, and Regulatory Environment	5
SATURDAY & SUNDAY			
6	16/12/2019	Global Information System and Market Research	6
7	17/12/2019	Segmentation, Targeting, and Positioning	7
8	18/12/2019	Importing, Exporting, and Sourcing	8
9	19/12/2019	Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances	9
10	20/12/2019	Brand and Product Decisions in Global Marketing	10
SATURDAY & SUNDAY			
11	23/12/2019	Pricing Decisions	11
12	24/12/2019	Global Marketing Channels and Physical Distribution	12
13	25/12/2019	Global Marketing Communication Decision I & II	13, 14
14	26/12/2019	Global Marketing and the Digital Revolution	15
15	27/12/2019	Strategic Elements of Competitive Advantage, Leadership, Organization, and Corporate Social Responsibility	16, 17