



# GLOBAL MARKETING

AI SYLLABUS

# Global Marketing

## Course Description:

This course provides an overview of global marketing and the challenges and opportunities that come with expanding a business internationally. Topics covered include international marketing research, cross-cultural marketing strategies, global branding, and market entry strategies. Through a combination of lectures, case studies, and group projects, students will develop the skills and knowledge needed to design and implement effective global marketing strategies.

## Course Goals:

- Understand the principles and practices of global marketing
- Learn how to conduct international market research
- Develop the skills to create effective cross-cultural marketing strategies
- Gain insights into the challenges and opportunities of global branding and market entry strategies

## Course Outline:

### Week 1: Introduction to Global Marketing

1. Overview of global marketing and its role in business
2. The importance of cultural and linguistic factors in global marketing
3. Theoretical frameworks for global marketing

### Week 2: International Market Research

1. Understanding the challenges of international market research
2. Research methods for international markets
3. Data analysis and interpretation for global marketing

### Week 3: Cross-Cultural Marketing Strategies

1. Understanding cultural differences and their impact on marketing
2. Developing effective cross-cultural marketing strategies
3. Adapting marketing messages and channels for international markets

## Week 4: Global Branding

1. Understanding the importance of global branding
2. Building and managing global brands
3. Assessing the effectiveness of global branding strategies

## Week 5: Market Entry Strategies

1. Understanding the challenges and opportunities of entering international markets
2. Market entry modes and their implications for business
3. Developing and implementing market entry strategies

## Assessment and Evaluation:

Participation and Attendance: 10%

Group Project: 30%

Midterm Exam: 20%

Final Exam: 40%

## Required Readings:

1. [Global Marketing Management by Warren J. Keegan and Mark C. Green](#)
2. [Global Marketing: Foreign Entry, Local Marketing, and Global Management by Johny Johansson](#)
3. [Cross-Cultural Management: Essential Concepts by David C. Thomas and Kerr C. Inkson](#)
4. [Global Brand Strategy: World-wise Marketing in the Age of Branding by Jan-Benedict E.M. Steenkamp](#)
5. [Marketing Across Cultures by Jean-Claude Usunier and Julie Lee](#)
6. [Export/Import Procedures and Documentation by Thomas E. Johnson and Donna L. Bade](#)
7. [Global Marketing Strategy: An Executive Digest by Bodo B. Schlegelmilch](#)

## Course Assignments:

1. Conduct market research for a company entering a new international market
2. Develop a cross-cultural marketing campaign for a product or service

3. Analyze and evaluate the effectiveness of global branding strategies for a company
4. Prepare a presentation on the market entry strategies of a company operating in multiple international markets

## Classroom Policies:

- Attendance and participation are expected in every class.
- Late group project submissions will not be accepted without prior approval from the instructor. If you have an emergency or an unexpected situation that prevents you from completing an assignment on time, please contact the instructor as soon as possible.
- Academic dishonesty, including plagiarism and cheating, will not be tolerated and will result in a failing grade for the course. It is the responsibility of each student to ensure that their work is original and properly cited.
- Students are expected to treat each other and the instructor with respect and professionalism. Inappropriate behavior, including harassment and discrimination, will not be tolerated and may result in disciplinary action.

## Course Resources:

- Online resources, including articles, videos, and tutorials, will be assigned throughout the course.
- Guest speakers from industry and academia will be invited to share their insights and experiences in global marketing.
- The course website will include links to global marketing resources and tools, such as international trade associations, market research databases, and global branding case studies.