GENERAL INFORMATION

Instructor: Dr. Michael He Jia
Email: mhjia@hku.hk
Office: Room 707, K.K. Leung Building
Phone: 3917 8309 (Office)
Consultation times: by appointment

Teaching Assistant: Ms. Yana Lo
Pre-requisites: MKTG 2501 Introduction to Marketing
Co-requisites: N/A
Mutually exclusive: N/A
Course Website: N/A

COURSE DESCRIPTION

This course shows how the basic principles of marketing can be applied to marketing problems across national boundaries and within foreign countries. Attention is paid to the development of global marketing strategies and to the different approaches needed to market consumer items, industrial goods, and services internationally. The impact on marketing of the cultural, economic, political, and technological environments in different countries will be assessed.

COURSE OBJECTIVES

This course aims to help students learn how to develop a global perspective when formulating marketing strategies and adapt marketing decisions according to specific characteristics of different country markets. Students will learn how to apply theoretical frameworks about global marketing to real-world business issues through lectures, case studies, and group projects.

FACULTY GOALS

Goal 1: Acquisition and internalization of knowledge of the programme discipline
Goal 2: Application and integration of knowledge
Goal 3: Inculcating professionalism and leadership
Goal 4: Developing global outlook
Goal 5: Mastering communication skills

COURSE LEARNING OUTCOMES

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
<th>Aligned Faculty Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLO1: Collect and analyze relevant information about markets in different countries around the world and identify the key characteristics of important country markets</td>
<td>Goal 2, Goal 3, Goal 4</td>
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<tr>
<td>CLO2: Formulate marketing strategies in different countries according to their social, economic, political, and technological environments, the characteristics of customers and competitors in these markets, and a firm’s own strengths and weaknesses</td>
<td>Goal 1, Goal 3</td>
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<tr>
<td>CLO3: Balance between local and global perspectives in designing marketing plans</td>
<td>Goal 4</td>
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<tr>
<td>CLO4: Make decisions about products, promotion, pricing, and distribution in international and global business contexts</td>
<td>Goal 1, Goal 3, Goal 4</td>
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</tbody>
</table>
CLO5: Apply theories and utilize various technological tools and databases to solve international marketing and business problems  
Goal 2, Goal 3

CLO6: Master communication skills through group discussions, oral presentations, and written reports  
Goal 5

### COURSE TEACHING AND LEARNING ACTIVITIES

<table>
<thead>
<tr>
<th>Course Teaching and Learning Activities</th>
<th>Expected contact hour</th>
<th>Study Load (% of study)</th>
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<tbody>
<tr>
<td>T&amp;L1. Lecture</td>
<td>36 hours</td>
<td>30%</td>
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<tr>
<td>T&amp;L2. Case Study and Analysis</td>
<td>24 hours</td>
<td>20%</td>
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<tr>
<td>T&amp;L3. Group Project and Presentation</td>
<td>24 hours</td>
<td>20%</td>
</tr>
<tr>
<td>T&amp;L4. Self-study</td>
<td>36 hours</td>
<td>30%</td>
</tr>
<tr>
<td>Total</td>
<td>120 hours</td>
<td>100%</td>
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<tr>
<th>Assessment Methods</th>
<th>Brief Description</th>
<th>Weight</th>
<th>Aligned Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1. Study Report</td>
<td>Individual study report</td>
<td>10%</td>
<td>CLO1, CLO2, CLO3, CLO4</td>
</tr>
<tr>
<td>A2. Test</td>
<td>Multiple choice and short answer questions</td>
<td>50%</td>
<td>CLO1, CLO2, CLO3, CLO4</td>
</tr>
<tr>
<td>A3. Group Project I</td>
<td>Group-based written report and presentation</td>
<td>25%</td>
<td>CLO5, CLO6</td>
</tr>
<tr>
<td>A4. Group Project II</td>
<td>Group-based written report (in-class mini project)</td>
<td>5%</td>
<td>CLO5, CLO6</td>
</tr>
<tr>
<td>A5. Class Participation</td>
<td>In-class discussions</td>
<td>10%</td>
<td>CLO5, CLO6</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100%</td>
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### STANDARDS FOR ASSESSMENT

**Course Grade Descriptors**

- **A+, A, A-**  Candidate has consistently demonstrated a thorough grasp of the subject as evidenced by original or exceptionally astute analysis and synthesis
- **B+, B, B-**  Candidate has frequently demonstrated a substantial grasp of the subject
- **C+, C, C-**  Some of the responses are well organized, clear but with insufficient elaboration
- **D+, D**     Solutions to questions and problems contain unstructured but relevant observations, and are marginally interesting
- **F**         Candidate has shown little evidence of basic familiarity with the subject

### Assessment Rubrics for Each Assessment

**Assessment Criteria for Group Projects**

- **A+, A, A-**  Provide creative and consistent solutions, all of which are supported by thorough and reasonable analyses of facts
- **B+, B, B-**  Provide consistent solutions, most of which are supported by thorough and reasonable analyses of facts
- **C+, C, C-**  Provide only a few defensible solutions, which are supported by thorough and reasonable analyses of facts
- **D+, D**     Provide many inconsistent solutions, and few of them are supported by thorough and reasonable analyses of facts
- **F**         Provide logically flawed solutions, which are not based on analyses of facts
The teaching schedule and due dates listed below are tentative and may be subject to changes during the semester. Please check email announcements for the finalized due dates of assignments.

Week 1
Introduction and Overview I
Introduction and Overview II

Week 2
Introduction and Overview III
Social and Cultural Environment I

Week 3
Social and Cultural Environment II
Social and Cultural Environment III

Week 4
Economic and Trade Environment I
Group Project Discussion

Week 5
Economic and Trade Environment II
Economic and Trade Environment III

Week 6
Political and Technological Environments
Political and Technological Environments

Week 7
Segmentation, Targeting, and Positioning in Global Marketing I
Segmentation, Targeting, and Positioning in Global Marketing II

Week 8
Segmentation, Targeting, and Positioning in Global Marketing III
Global Marketing Strategies

Week 9
Brand and Product Decisions in Global Marketing I
Brand and Product Decisions in Global Marketing II

Week 10
Communication Decisions in Global Marketing I
Communication Decisions in Global Marketing II

Week 11
Pricing Decisions in Global Marketing
Distribution Decisions in Global Marketing

Week 12
Group Project I Presentation
Group Project I Presentation

Week 13
In-class Test

RECOMMENDED READINGS & ONLINE MATERIALS


*Hard copy* available in the HKU Bookstore (special price to students: HKD 355.50)
*Electronic version* available in the HKU E-library
### MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

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<tbody>
<tr>
<td>☑</td>
<td>conducting mid-term survey in additional to SETL around the end of the semester</td>
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<tr>
<td></td>
<td>Online response via Moodle site</td>
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<td></td>
<td>Others: ________________________ (please specify)</td>
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### COURSE POLICY

1. The only material students should be reading in class is that concerned with the class. Reading of any other material, such as newspapers or magazines, or doing work from another class, is not acceptable.

2. The following are examples of behaviors that would be judged academically dishonest. This list is not intended to be exclusive or exhaustive.
   a. Test Behavior – Any use of external assistance during a test, including, but not limited to the following:
      - Communicating with another student.
      - Copying material from another student’s test.
      - Allowing another student to copy from your test.
      - Using unauthorized notes or aids.
   b. Fabrication – Any intentional falsification or invention of data or other information.
   c. Plagiarism – The appropriation and subsequent use of another’s ideas or words as your own. If another’s ideas or words are used, acknowledgement of the original source must be made.
   d. Other Types of Academic Dishonesty include the following:
      - Submitting a paper written by or obtained from another.
      - Using a paper or essay in more than one class, without the teacher’s express permission.
      - Obtaining a copy of a test in advance, without the knowledge or consent of the teacher.

### ADDITIONAL COURSE INFORMATION

1. The course outline (e.g., assessment methods and schedule) is tentative and subject to changes made by the instructor.
2. Course materials will be uploaded to Moodle.
3. Late submissions will result in grade penalties of at least 20% if no valid reason is provided.
4. Smartphones or laptops are used only when instructed to do so.