



Global Marketing

Summer School of Economics and Business
Faculty of Economics and Business Studies
ECTS credits: 6

1. **COURSE TITLE**

Global Marketing

1.1. **Course number**

SSEB-B01

1.2. **Content area**

Marketing, Decision Management, Economics of Globalization

1.3. **Course level**

Advanced Bachelor or Master

1.4. **Language**

English

1.5. **Prerequisites**

An introductory course in marketing. Interested students without that background should consult the instructor to check if their training is appropriate for successfully taking this course.

1.6. **Minimum attendance requirement**

Attendance is mandatory. Minimum attendance to pass the course is 80%.

1.7. **Faculty data**

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1.8. **Course objectives**

Globalization is the growing interdependence of national economies, which primarily involves: (1) customers, (2) producers, (3) suppliers, and (4) governments in different markets. Global marketing therefore reflects firms' trend to sell and distribute products and services in many countries around the world.

This course will provide the participating students with a decision-oriented framework for the development and implementation of global marketing programs. Consequently, students will learn to (1) analyze, (2) select, and (3) implement appropriate conceptual frameworks pertaining to five broad management decisions related to global marketing management:

1. Whether or not going International;
2. Deciding which market to enter;
3. Deciding how to enter a foreign market;
4. Designing the global marketing program; and
5. Implementing and coordinating the global marketing program.

At the end of the course, students will be better equipped to understand how firms can achieve international competitiveness by designing, implementing, and controlling global marketing programs.

1.9. **Course contents**

The course is divided in 9 inter-related topics structured according to the main decision phases that firms face during the global marketing process:

01. Introduction to International Marketing
02. Cultural Environment
03. Political and Economic Environment
04. International Market Selection (IMS) Process
05. International Market Segmentation
06. Foreign Market Entry Modes



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- 07. Global Product and Price Decisions
- 08. Global Distribution and Communication Decisions
- 09. Organization and Control of the Global Marketing Program

1.10. **Course bibliography**

Hollensen, S. (2011). *Global Marketing, 5th Ed.* England. Pearson Education.

Cateora, P., Graham, J. and Gilly, M. (2012). *International Marketing, 13th Ed.* NY. McGraw-Hill/Irwin.

Complementary material will be provided through Moodle (UAM's web platform).

2. **Teaching methodology**

Case study as a teaching/learning method

A case study is normally a description of a situation, which may be factually based or fictional, that the student has to analyze in order to make recommendations and answer some specific questions. The cases used in this course can vary from a very short and simple case to a lengthy and complex one. The reasons for including case studies in this course are twofold:

1. It will help in developing analytic “global marketing” skills and decision-making/action-learning skills among students while illustrating how marketing models can be applied to “real life” situations.
2. Students will also learn to create and defend recommendations for marketing action.

What matters is that students know what they would/should do when faced with similar “real life” circumstances. Specifically, this course is structured for a “Theory first, then case study” approach, where (1) **theoretical lectures** are supplement by (2) **practical case studies**. Commonly, we will spend a class session with a presentation and/or class discussion based on the theory. After this initial exploration, we will turn to the case as a way for gaining a deeper understanding of the theory in practice.



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Teaching activities

Activities requiring student's attendance are the following:

1. **Theoretical lectures:** Theoretical lectures are based upon reference books and class material provided to students by the teacher (e.g., presentation in PDF).
2. **Individual case studies:** Practical problem-solving sessions, in order to apply concepts and techniques presented during theoretical lectures into "real life" circumstances.
3. **Visits to institutions and field trips.**
4. **Final exam.**
5. **Optional:** Non-compulsory tutorial sessions with interested students during office hours.

Activities **not** requiring student's attendance are the following:

1. **Individual preparation:** Mandatory readings (before each class) and class material studying (before exams).
2. **Group project:** A special assignment where students are asked to develop a global marketing program. Details will be explained in class.



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3. Student workload

| ACTIVITIES | HOURS | ECTS | % |
|---|------------|-------------|---------------|
| With attendance | 60 | 2.40 | 40.00 |
| Theoretical lectures and case studies | 32 | 1.28 | 21.33 |
| Group project presentation and final exam | 2 | 0.08 | 1.33 |
| Visits to institutions and field trips | 26 | 1.04 | 17.33 |
| With no attendance | 90 | 3.60 | 60.00 |
| Individual preparation (e.g., lectures, exam) | 45 | 1.80 | 30.00 |
| Group project | 45 | 1.80 | 30.00 |
| TOTAL | 150 | 6.00 | 100.00 |

4. Evaluation procedures and weight of components in the final grade

| PROCEDURE | % GRADE |
|--|---------------|
| Attendance and participation | 10.0 |
| Individual case studies | 20.0 |
| Group project: Paper (20%) and Oral presentation (10%) | 30.0 |
| Final exam | 40.0 |
| TOTAL | 100.00 |