

## Course Syllabus

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| <b>1. Program of Study</b>          | Bachelor of Business Administration Program  |
| <b>Faculty/Institute/College</b>    | Mahidol University International College   |
| <b>2. Course Code</b>               | ICMK 424   |
| <b>Course Title</b>                 | Global Marketing Strategy  |
| <b>3. Number of Credits</b>         | 4 ( <b>Lecture/Lab/Self-Study</b> ) (4-0-8)  |
| <b>4. Prerequisite(s)</b>           | ICMB 221, ICMB 351   |
| <b>5. Type of Course</b>            | Elective Course  |
| <b>6. Trimester / Academic Year</b> | First, Second, Third Trimester/2007-2008   |
| <b>7. Course Conditions</b>         | 20-40 students   |
| <b>8. Course Description</b>        | Management of international marketing strategy, frameworks for developing international marketing strategy, sources of sustainable competitive advantage, international market source analysis, market entry strategy, and integration of marketing strategy with other functional strategies. |
| <b>9. Course Objective(s)</b>       | After successful completion of this course, students will be able to   |
|                                     | 9.1 Understand the role of global marketing in business.   |
|                                     | 9.2 Understand global marketing environment and its importance to global marketing.  |
|                                     | 9.3 Understand and be able to develop global marketing strategy.   |

## 10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Introduction to Global Marketing and Theoretical Foundations	4	0	8	CWA
2	Cultural Foundations and Country Attractiveness	4	0	8	CWA
3	Export Expansion, Licensing, Strategic Alliance and FDI	4	0	8	CWA
4	Local Customers and Local Marketing in Mature Markets	4	0	8	CWA
5	Local Marketing in New Growth Market and Emerging Market	4	0	8	CWA
6	Midterm Examination	4	0	8	CWA
7	Global Segmentation and Positioning	4	0	8	CWA
8	Global Products and Services	4	0	8	CWA
9	Global Pricing and Distribution	4	0	8	CWA
10	Global Advertising and Promotion	4	0	8	CWA
11	Organizing for Global Marketing	4	0	8	CWA
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	

## 11. Teaching Method(s)

Combination of class lecture and case discussion  
Special Topic from experienced guest lecturers

## 12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,  
News clipping and selections from popular marketing and business literature

## 13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in understanding the role of global marketing in business.
- 13.2 The ability in understanding global marketing environment and its importance to global marketing.
- 13.3 The ability in understanding and being able to develop global marketing strategy.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	20%
2. Final	30%
3. Research Project	50%

#### **14. Course Evaluation**

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

#### **15. Reference(s)**

Johansson, J. K. (2006). **Global Marketing**, 3<sup>rd</sup> Edition, McGraw-Hill.

#### **16. Instructor(s)**

Dr. Chairawee Anamthawat-Kierig

#### **17. Course Coordinator**

Program Director of Marketing Major

