



MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE

SYLLABUS

Name of Institution: Mahidol University International College

Division: Business Administration Division

GENERAL INFORMATION

1. Course Code and Course Title

Thai	ICMK 453 กลยุทธ์ทางการตลาดสากล
English	ICMK 453 Global Marketing Strategy

2. Number of Credits: 4 credits

3. Credit Hours/Semester

Lecture or Other In-class Activity Hours	Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48	0	96

4. Degree: Bachelor of Business Administration

5. Faculty Members: Name: Lokweepun Suprawan, Ph.D.
Email: lokweepun.sup@mahidol.ac.th 02-7005000
Telephone: Ext. 4487
Office: BBA Division, 4th Floor
Office Hours: Mon 12:00 – 16:00

6. Pre-requisites: BBA status

DESCRIPTION AND OBJECTIVES

1. Course Description

Thai	ความแตกต่างระหว่างการตลาดในประเทศและการตลาดระหว่างประเทศ สภาพแวดล้อมทางเศรษฐกิจและการค้า สภาพแวดล้อมทางสังคมและวัฒนธรรม สภาพแวดล้อมทางการเมืองและกฎหมาย ลักษณะของตลาดในประเทศกำลัง พัฒนา ลักษณะตลาดของประเทศที่พัฒนาแล้ว การแบ่งกลุ่มลูกค้า การคัดเลือก และการกำหนดจุดยืนในตลาดโลก กระบวนการการเลือกตลาด กลยุทธ์การสู่ตลาด กลยุทธ์การตลาดในต่างประเทศ
English	Difference between single-country marketing and international marketing; global economic and trade environment; global social and cultural environment, global political and legal environment; emerging markets' characteristics; developed markets' characteristics; segmentation, targeting, and positioning in the global market; market selection process; mode of entry; marketing strategy in foreign markets.

2. Course Objectives

By the end of the course, students will be able to meet the following learning outcomes:

- 1) To understand the global environment, including economic, trade, social, cultural, political, and legal aspects across diverse markets.
- 2) To evaluate the market segmentation, targeting, and positioning of a product in the global market.
- 3) To create appropriate marketing strategies for the global market.
- 4) Demonstrate the ability to work as a team.
- 5) Demonstrate the ability to communicate professionally.

3. Course-level Learning Outcomes

On completion of the course, the students will be able to:

- 1) CLO1 Explore the characteristics of the market, including the external environment and consumer behavior, which influence the effectiveness of global marketing strategies.
- 2) CLO2 Determine market segmentation, targeting, and positioning strategies in the global market for relevant products according to the market characteristics.
- 3) CLO3 Develop a marketing plan that is in line with a specific product and its target market.
- 4) CLO4 Actively participate in group discussions and group projects.
- 5) CLO5 Deliver presentations with professional communication skills, showcasing their deep understanding of the global marketing strategy.

TEACHING AND EVALUATION PLANS

1. General Course Content and Timeline

Week/Date	Topic	CLO	Teaching Mode	Class Activity	Remark
1 Jan 8, 10	Class introduction and requirements Lecture 1: Introduction to Global Marketing	1	Room A418	Interactive lecture and class activity	Submit the group member list (6-7 members per group)
2 Jan 15, 17	Lecture 2: Global economic environment	1	Room A418	Interactive lecture and class activity	

	Lecture 3: Global Trade Environment				
3 Jan 22, 24	Lecture 4: Social and Cultural Environments Lecture 5: Political Environment	1	Room A418	Interactive lecture and class activity	Hofstede's cultural dimensions exercise
4 Jan 29, 31	Marketing characteristics presentation	4,5	Room A418	Interactive lecture and class activity	Presentation (10%)
5 Feb 5, 7	Lecture 6: Global information systems and market research Lecture 7: Global market segmentation, targeting, positioning	2	Room A418	Interactive lecture and class activity	
6 Feb 12, 14	Quiz 1 Project proposal presentation	1, 2	Room A418	Interactive lecture and class activity	Quiz I (15%): Lectures 1-6 (Feb 12) Project Proposal
7 Feb 19, 21	Lecture 8: Market entry Lecture 9: Product and brand decision	2,3	Room A418	Interactive lecture and class activity	
8 Feb 26, 28	Lecture 10: Pricing decision	3	Room A418	Interactive lecture and class activity	
9 Mar 4, 6	Lecture 11: Marketing channels	3	Room A418	Interactive lecture and class activity	
10 Mar 11, 13	Lecture 12: Marketing communication	3	Room A418	Interactive lecture and class activity	Quiz II (15%): Lectures 7-12 (Mar 13)
11 Mar 18, 20	Final project consultation	1-5	Room A418	Interactive lecture and class activity	Final Consultation (Draft slides)
12 Mar 25, 27	Presentation	1-5	Room A418		Presentation
Due Date Mar 31st	Individual Assignment Due at 18.00 (6 p.m.)			Google Classroom	

2. Evaluation Plan

Methods/Activities	Description	Week	Percentage
Quizzes	CLO 1, 2, 3	6, 10	30%
Individual Assignment	CLO 1, 2, 3	8-12	15%
Peer Evaluation/Participation	CLO 4	1-12	10%
Group Project	CLO 1, 2, 3	2-4, 8-12	35%
Group Presentation	CLO 5	4, 12	10%
Total			100%

3. Course Assessment

Grade	Score	Achievement	GPA
A	90-100	Excellent	4.0
B+	85-89	Very Good	3.5
B	80-84	Good	3.0
C+	75-79	Fairly Good	2.5
C	70-74	Fair	2.0
D+	65-69	Poor	1.5
D	60-64	Very Poor	1.0
F	<60	Fail	0.0

TEACHING MATERIAL AND RESOURCE

1. Keegan, W. J., & Green, M. C. (2015). *Global marketing*. Pearson/Prentice Hall. 8e.
2. HBR, Mintel, and Euromonitor articles and reports.

COURSE POLICY

Quizzes and Exam Format

The quizzes and exams will focus on students' knowledge of the theories and concepts as well as the problem-solving skills acquired throughout the session from the class lecture and exercises done by the students themselves on the relevant topics. The quiz and the examination format may feature multiple-choice questions and short answers/cases. Students are expected to review all the course materials, as the quiz can be "pop up". Students are not allowed to use any textbook or notes during the quiz. Late turn-in will receive no score.

Class Attendance/Participation

Please refer to the Student's Handbook for MUIC's academic policy.

Uniform Policy

A proper dress code is part of the written policy for student conduct, including exchange and visiting students. MUIC is a high-profile institution and it is considered quite an honor to be wearing its uniform. Students are expected to strictly follow the university dress code norms. No cut-off jeans, shorts, mini or short skirts, tank tops or low cut blouses, flip-flops, rubber or plastic sandals, or house slippers are permitted. If the students neglected to wear the proper uniform, he/she will not be allowed to enter the classroom and will be marked as absent on that day. **Students are requested to dress properly when attending an online course.**

OTHER INFORMATION

1. Market Characteristics (10%)

Objective:

1. Students can identify marketing opportunities in the global environment.
2. Students can analyze the market characteristics and consumer behaviors in the foreign market.

Number of team members: No more than 7 students

Content requirements:

1. The country/region will be randomly assigned to each group.
2. Analyze the external environment of the assigned country including economic, trade agreement/cooperation, social and cultural, and political and legal.
3. Provide the most current consumer trends of the assigned country.
4. Choose any global brand to recommend how country characteristics would be beneficial to the brand.
The chosen brand must not have entered the assigned country.

Presentation: The presentation slide must be submitted by Jan 28th via Google Classroom.

1. Each group will be allowed a 10-12 min presentation and all group members must contribute to the presentation as well as the Q&A session.
2. A professional presentation style is required.

Source of information: Mintel, Euromonitor, <https://www.hofstede-insights.com/>

2. Term Project: How the brands should enter the global market successfully? (35%)

Objective:

1. Students can identify marketing opportunities in the global environment.
2. Students can select an appropriate market for a company to enter through systematic secondary research and analysis.
3. Students can prepare a marketing plan in the foreign market.
4. Students can analyze the market characteristics and consumer behaviors in the foreign market.
5. Students can develop a practical and original intellectual product derived from the current global marketing theme.

Number of team members: No more than 7 students

Content requirements:

1. Pick a global brand to use as a case for its marketing strategies in different markets.
2. Provide the background of the brand and how it operates in the home country.
3. Pick two other countries and briefly analyze the external environment (economic, trade agreement/cooperation, social and cultural, and political and legal) for each country (including the home country). Preferably the other two countries should be in different regions or diverse environments.
4. Compare differences and similarities of the marketing strategies (i.e., entry mode, product, price, place, and promotion) that the brand employed for each country including the home country.
5. Analyze the key successes or failures of the marketing strategies used in both countries and provide appropriate recommendations.
6. Pick a country where the chosen global brand has not been introduced in the market and provide a brief analysis of the external environment. Develop a marketing strategy (i.e., entry mode, product, price, place, and promotion) based on what the group has learned from the other two countries.

Remark: The third country must not be in the same region as the home country.

Presentation: Week 12 and the presentation slide must be submitted by Mar 24th.

1. Each group will be allowed a 15-minute presentation and all group members must participate in the presentation as well as the Q&A session.
2. Professional presentation style and manner are required.

3. Individual Assignment: The assigned product will be given on Week 8 (Feb 28th) and due on Mar 31st.

Objective:

1. Students can identify marketing opportunities in the global environment.
2. Students can segment the global market and target the potential segment.
3. Students can develop appropriate marketing strategies for the target segment.

Content requirements:

1. Analyze the market potential for the assigned product.

2. Evaluate market segmentation and choose the appropriate target to focus on.
3. Determine a suitable product positioning.
4. Develop a marketing plan that covers the market entry, product, price, place, and promotion decisions.

Report: The report must be submitted via Google Classroom.

1. The format of the report should follow the MUIC guidelines (i.e., cover page, executive summary table of contents, margin, font size, spacing, and APA referencing).
2. The report should be no more than 4,000 words, excluding the cover page, table of contents, references, and appendix).

Assessment criteria: Country Presentation

Evaluation content	Exceeds Expectation	Meets Expectation		Needs Improvement	
	5 (Above 90)	4 (80-90)	3 (70-79)	2 (60-69)	1 (Below 60)
External analysis (30)	Provide good and insightful information covering all aspects of the external environment (economic, trade, social/cultural, and political/legal).	Offer good and insightful information, encompassing the external environment (economic, trade, social/cultural, and political/legal), with the possibility of some unclear details.	Present good and insightful information, covering almost all areas (missing 1) of the external environment (economic, trade, social/cultural, and political/legal).	Provide decent information, covering almost all areas (missing 1-2) of the external environment (economic, trade, social/cultural, and political/legal), and there might be some unclear information on 1 or 2 external environments.	Offer information covering some areas (missing 3 or more) of the external environment (economic, trade, social/cultural, and political/legal), and/or there might be some unclear information on the external environment.
Consumer trend (20)	The trend is recent (1-2 years), related to, and impacting the chosen brand.	The trend is recent (3-4 years), related to, and impacting the chosen brand.	The trend is recent (1-2 years) but not directly related to and impacting the chosen brand.	The trend is recent (3-4 years) but not directly related to and impacting the chosen brand.	The trend is not recent at all (over 5 years).
Interesting brand (5)	The chosen brand is interesting and suitable for introduction in the assigned market.	The chosen brand is interesting, but there is some inappropriate information for introduction in the assigned market.	The chosen brand is somewhat interesting, but there is some inappropriate information for introduction in the assigned market.	The chosen brand is somewhat interesting, but there is much inappropriate information for introduction in the assigned market.	The chosen brand is not very interesting, and there is much inappropriate information for introduction in the assigned market.
Sources of information (10)	The information is gathered from various reliable sources (5-7) and has been properly cited.	The information is gathered from various reliable sources (5-7) but lacks proper citation.	The information is gathered from 3-4 sources and is properly cited.	The information is sourced from only 1-2 sources and is properly cited.	The information is sourced from only 1-2 places and lacks proper citation.
Presentation skills (10)	The team excels in collaboration, content mastery, and professional delivery.	The team effectively collaborates, demonstrates solid content mastery, and maintains a professional delivery	Collaboration is moderate, content mastery is basic, and the delivery, while generally acceptable, lacks consistency, meeting minimum expectations	The team struggles with collaboration, exhibits a limited understanding of content, and the delivery lacks polish	Minimal collaboration, poor content understanding, and an ineffective delivery significantly detract from the overall presentation
Presentation visualization (5)	The presentation has good design, supports the content well, is not overly wordy, and contains no misspellings.	The presentation has good design and supports the content well, but it is overly wordy and/or contains a few misspellings.	While the presentation has a good design, it falls short in supporting the content and is overly wordy and/or contains a few misspellings.	The presentation has an acceptable design but lacks strong support for the content. It is overly wordy and/or contains a few misspellings.	The design of the presentation is not effective in supporting the content. It is overly wordy and/or contains a few misspellings.
Q&A (10)	The team demonstrates exceptional understanding, answering confidently with robust backup information, and all members contribute equally.	The team shows a solid understanding, confidently answering with good backup information, but contributions are mainly from most of the members.	The team displays a basic understanding, showing some confidence with good backup information, but contributions are mainly from few members.	The team struggles, showing limited confidence with no backup information, and contributions are mainly from few members.	The team has a limited understanding, answering with minimal confidence and no backup information, and contributions are mainly from few members.
Time Management (5)	Time is used exceptionally efficiently, delivering the presentation within the optimal range of 10-12 minutes.	Time is used effectively, and the presentation is within an acceptable range (8-10 minutes)	Time management is adequate, but improvements are needed as the presentation concludes in less than 8 minutes.	Time management is somewhat lacking, leading to the presentation finishing in less than 7 minutes.	Time management is insufficient, resulting in the presentation concluding in 5 minutes or less.
Professional Appearance (5)	Presenters are impeccably dressed in a manner that exceeds professional expectations	Presenters are well-dressed in a professional manner, maintaining a high standard of appearance.	Presenters maintain an acceptable level of professional attire, though some improvements may be needed.	Presenters exhibit an inferior professional appearance due to issues with attire.	Presenters display a poor professional appearance, with attire concerns significantly detracting from the overall presentation.

Assessment criteria: Term Project

Evaluation content	Exceeds Expectation	Meets Expectation		Needs Improvement	
	5 (Above 90)	4 (80-90)	3 (70-79)	2 (60-69)	1 (Below 60)
External analysis (15)	Provides comprehensive and insightful information covering all areas of the external environment (economic, trade, social/cultural, and political/legal) for all countries (4 in total).	Offers good and insightful information covering the external environment for all countries. However, there is some unclear information on an external environment for 1-2 countries.	Provides good and insightful information, covering almost all areas (missing 1) of the external environment for all countries. There may be some unclear information on an external environment for 1-2 countries.	Presents decent information covering almost all areas (missing 2) of the external environment for all countries. There might be some unclear information on the external environment, and/or there is some unclear information on 1 or 2 external environments of 1-2 countries.	Offers information covering some areas (missing 3 or more) of the external environment for all countries. There is unclear information on the external environment, and/or there is some unclear information on 1 or 2 external environments of almost all countries.
Marketing strategy comparison (15)	Provides clear and comprehensive marketing strategies and detailed comparisons for the home country and the other two countries.	Offers most of the marketing strategies clearly and provides detailed comparisons for the home country and the other two countries. There might be some strategies that are unclear or not well-explained (1-2).	Presents most of the marketing strategies and comparisons for the home country and the other two countries. However, some strategies are unclear or not well-explained (1-2).	Lacks clarity or completeness in 1-2 marketing strategies and comparisons for the home country and the other two countries and may include unclear or insufficiently explained elements (1-2).	Lacks 3 or more marketing strategies and comparisons for the home country and the other two countries. Additionally, there are some unclear or insufficiently explained strategies (3 and more).
Key success/failure (10)	Presents clear key successes or failures of the brand for both countries. Provides practical recommendations with a high degree of clarity.	Offers clear key successes or failures of the brand for both countries. Provides somewhat practical recommendations with clarity.	Provides somewhat clear key successes or failures of the brand for both countries. Includes unclear or somewhat practical recommendations.	Offers somewhat clear key successes or failures of the brand, focusing on only one country. Provides unclear or somewhat practical recommendations.	Identifies key successes or failures of the brand for only one country but lacks clarity. Lacks recommendations for improvement.
Marketing strategy development (15)	Provides clear marketing strategies (entry mode, product, price, place, promotion). Offers clear and well-reasoned justifications for the chosen market.	Presents clear marketing strategies (entry mode, product, price, place, promotion). Provides marketing strategies with a few (1-2) unclear or less detailed justifications for the chosen market.	The marketing strategies are somewhat clear (entry mode, product, price, place, promotion). Includes a few (1-2) unclear or somewhat justified reasons for choosing the market.	Marketing strategies are mostly unclear (entry mode, product, price, place, promotion). Offers a few (1-2) unclear or insufficient justifications for the chosen market.	Marketing strategies are mostly unclear (entry mode, product, price, place, promotion). No justification is provided for the chosen market.
Interesting brand (5)	The chosen brand is interesting and suitable for introduction in the assigned market.	The chosen brand is interesting, but there is some inappropriate information for introduction in the assigned market.	The chosen brand is somewhat interesting, but there is some inappropriate information for introduction in the assigned market.	The chosen brand is somewhat interesting, but there is much inappropriate information for introduction in the assigned market.	The chosen brand is not very interesting, and there is much inappropriate information for introduction in the assigned market.
Sources of information (10)	The information is gathered from various reliable sources (5-7) and has been properly cited.	The information is gathered from various reliable sources (5-7) but lacks proper citation.	The information is gathered from 3-4 sources and is properly cited.	The information is sourced from only 1-2 sources and is properly cited.	The information is sourced from only 1-2 places and lacks proper citation.
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Self and Peer Evaluation

At the end of the term, each member of the group will submit a self and peer evaluation to the instructor. For self and peer evaluation, there are two parts to be considered. Firstly, each student will receive 5 points based on the average of their self and peer scores. Secondly, if an individual's average score falls below 3.5 points, deductions will be applied to the overall project score (aggregated across all stages) according to the table below.

Score distribution

Average peer evaluation score	
70-100%	The full total earned a team score
60-69%	Deduct 10% from your total earned a team score
50-59%	Deduct 20% from your total earned a team score
Below 50%	Deduct 30% from your total earned a team score

Self and Peer Evaluation Form

Instruction: Please rate yourself and your team members on the contributions made to the group project (5=excellent, 4=very satisfactory, 3=satisfactory, 2=poor, 1=unacceptable, 0=no contribution)

Attributes	Self	Peer 1	Peer 2	Peer 3	Peer 4	Peer 5	Peer 6
Participated in group discussion							
Contributed useful ideas							
Did a fair share of work							
Completed high-quality work							
Contributed to overall project success							
Comment:							