

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT2412 Global Marketing

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Session : Semester I, 2017/2018

Prerequisite: MKT 1003 Principles of Marketing

Course Objectives

This course is designed for students who wish to know more about marketing in a global context. Through conceptual learning, case analyses, problems solving, and project assignments, this course prepares students for the socio-cultural, legal, political, economic, and technological challenges in international marketing.

After taking this course, the students should be able to:

- Appreciate the major environmental trends affecting global marketing;
- Understand the role of marketing research in global marketing and be able to identify appropriate research approaches for solving different information needs in global marketing;
- Understand the motivations, advantages, and disadvantages of various entry modes when designing market entry strategies for global firms;
- Appreciate the standardization versus differentiation issue in the design of marketing mix for global markets;
- Follow up on topical issues plaguing global marketers, diagnose these problems using theories and concepts learnt, and be creative in suggesting possible solutions to these problems.

Course Contents

This course achieves the above objectives by examining the following issues:

1. Globalization: To Be or Not To Be?
2. Going Global: Information Needs and Search
3. Cross-cultural Consumer Behavior
4. Going Global: Entry Modes Decision
5. Going Global: Focus on Export Marketing
6. Product and Branding Strategies for Global Markets
7. Pricing Issues in Global Markets
8. Channel Issues in Global Markets
9. Integrated Marketing Communications in Global Marketing
10. Special Topics in Global Marketing

Assessment Methods (subject to revision)

Mid-term & Final quizzes : 40%

Term Project : 30%

Other Assignments: 15%

Class Participation: 15%

Student's Responsibilities

Students are expected to attend class regularly. Any students found absent for more than 3 sessions without valid reasons/authorization will be deemed to have failed in the course.

Students are responsible for all readings assigned, either from the basic text, reference texts, or handouts. **Passive learning is strongly discouraged** and students are expected to **participate actively** in class discussions and case analyses, regardless of whether they are involved in the presentations or not.

Students will form groups to present cases and carry out a term project for a commercial firm. Details of the term project will be announced to the class in due course.

Academic Honesty and Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>