

COM5408: GLOBAL PROMOTION AND BRANDING

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Global Promotion and Branding

Subject Code

COM - Media and Communication

Course Number

5408

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with an understanding of marketing concepts and analytical processes in global marketing operations. The focus is to foster and sustain students' skills as innovative professional global marketing analysts and problem solvers.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Apply professional knowledge of the basic forms, dimensions, and conceptual frameworks of global marketing in an innovative manner.		x	x	x
2	Identify and analyse the dynamic relationship between standardization and localization, that is, "think globally and act locally".			x	
3	Apply professional skills innovatively in finding, analyzing, and utilizing data and information in order to determine comparative differences in markets; marketing functions as well as the legal, socio-economic and cultural considerations required in marketing.		x	x	x
4	Become innovative professional global marketing analysts and problem solvers.		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will acquire important knowledge of global marketing is explained and delivered through lectures.	1, 2, 3, 4	3 hrs/wk
2	Class Discussion	Students will participate and make innovative intellectual contribution at each and every class meeting.	1, 2, 3, 4	

3	Reading	Students will read some assigned articles; and are encouraged to share their insights during classes, and demonstrate innovativeness and originality of their thought are the most important.	1, 2, 3, 4	1 hr/wk
4	Assignments	Students will improve their innovative problem solving ability through in-class or out-class assignments.	1, 2, 3, 4	1 hr/wk
5	Group Case Study	Students will gain "hands-on" experience in analyzing and solving global marketing problems innovatively through case studies. Students will present the analysis of the case study in oral presentation to strengthen the student's communication skills and innovative problem solving skills.	1, 2, 3, 4	3 hrs/wk
6	Term Project	Through term project, the Global Marketing Plan, students will develop innovative marketing plans and demonstrate thorough understanding of a foreign country. Each team will select a foreign country and document its culture in a country notebook, and then select a product and develop an innovative marketing plan for its introduction in the foreign country.	1, 2, 3, 4	4 hrs/wk

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Class Discussion and Assignments: Students will be evaluated on their contribution to class discussions, comments made during class presentations and insight provided in the assigned readings innovativeness and originality of their thought are the most important.	1, 2, 3, 4	20	AI use is allowed for brainstorming. Key assignment will be the Individual Summary for the Group Case Study	Yes
2	Group Case Study: Each team will be evaluated on the quality in terms of innovativeness and depth of the case analysis, presentation skills and ability in responding to challenging questions being raised by other classmates.	1, 2, 3, 4	20	AI use is allowed for brainstorming.	Yes
3	Term Project: Students will be evaluated on their ability in applying the theories learnt in Global Marketing innovatively. Skills in obtaining, discovering, analyzing, utilizing the data as well as professionally and innovatively solving the problem will be evaluated.	1, 2, 3, 4	30	AI use is allowed for brainstorming.	Yes

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Additional Information for ATs

The final exam will be in two hours. It will include all materials covered in this semester. The exam will include multiple choices and short questions derived from the text and class periods.

Assessment Rubrics (AR)

Assessment Task

Class Discussion and Assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

- a) Participate and make an intellectual and innovative contribution at each and every class meeting;
- b) Familiar with the assigned readings, both from the text and additional material; and
- c) Accurately and innovatively complete all the assignments

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Case Study (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

- a) Students are able to demonstrate excellent skills in
 - (1) identifying case problem(s);
 - (2) enumerating alternative solutions;
 - (3) evaluating and analyzing alternative solutions
 - (4) making a right choice of "best" solution; and
 - (5) specifying effective implementation measures

- b) For written or oral case presentation, students are able to demonstrate excellent skills in terms of
 - (1) organization/ structure/ logical flow;
 - (2) persuasion/ expression; and
 - (3) relevance and use of appendices and exhibits in the presentation.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

a) Show quality and innovative analysis of the influence of cultural differences in every aspect of global marketing plan;

b) Demonstrate quality and innovative analysis of the five main decisions related to global marketing plan:

- (1) whether to globalize/ internationalize,
- (2) which markets to enter,
- (3) how to enter,
- (4) with which marketing program, and
- (5) how to implement and control the program.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

- a) Command of concepts, theories, models, and analytical frameworks related to global marketing; and
- b) Demonstrate ability to apply theories, conceptual frameworks innovatively to tackle current global marketing problems and issues.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class Discussion and Assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- a) Participate and make an intellectual and innovative contribution at each and every class meeting;
- b) Familiar with the assigned readings, both from the text and additional material; and
- c) Accurately and innovatively complete all the assignments

Excellent

(A+, A, A-) Highly active, constructive, and demonstrate meaningful participation and contribution to in-class activities and fully complete all the assignment tasks

Good

(B+, B) Adequate participation and contribution to in-class activities. and complete the basic assignment tasks

Marginal

(B-, C+, C) Some participation and demonstrate basic and flawed ability to analyse the assignment with the global marketing and branding theory and concepts

Failure

(F) No participation and contribution and lack of ability to analyse the assignment with the global marketing and branding theory and concepts

Assessment Task

Group Case Study (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- a) Students are able to demonstrate excellent skills in
 - (1) identifying case problem(s);
 - (2) enumerating alternative solutions;
 - (3) evaluating and analyzing alternative solutions
 - (4) making a right choice of "best" solution; and
 - (5) specifying effective implementation measures
- b) For written or oral case presentation, students are able to demonstrate excellent skills in terms of
 - (1) organization/ structure/ logical flow;
 - (2) persuasion/ expression; and
 - (3) relevance and use of appendices and exhibits in the presentation.

Excellent

(A+, A, A-) Strong evidence of ability to identify and evaluate the case topic by utilizing appropriate theories and concepts giving a logical answer and providing suitable solutions

Good

(B+, B) Adequate evidence of ability to identify and evaluate the case topic by utilizing appropriate theories and concepts, giving a logical answer and providing suitable solution

Marginal

(B-, C+, C) Some evidence of ability to identify and evaluate the case topic by utilizing appropriate theories and concepts, giving a logical answer and providing suitable solution

Failure

(F) Fail to identify and evaluate the case topic by utilizing appropriate theories and concepts, giving a logical answer and providing suitable solution

Assessment Task

Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

a) Show quality and innovative analysis of the influence of cultural differences in every aspect of global marketing plan;

b) Demonstrate quality and innovative analysis of the five main decisions related to global marketing plan:

- (1) whether to globalize/ internationalize,
- (2) which markets to enter,
- (3) how to enter,
- (4) with which marketing program, and
- (5) how to implement and control the program.

Excellent

(A+, A, A-) Demonstrate excellent team work coordination and ability to develop a strong plan with logical structure, design and analysis that are up to the industry-standard for sharing with senior marketing executive

Good

(B+, B) Demonstrate good team work coordination and ability to develop a major plan with mediocre structure, design, execution and analysis

Marginal

(B-, C+, C) Demonstrate basic team work coordination and ability to develop a major plan with mediocre structure, design, execution and analysis

Failure

(F) Fail to develop a major plan with mediocre structure, design, execution and analysis

Assessment Task

Final Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- a) Command of concepts, theories, models, and analytical frameworks related to global marketing; and
- b) Demonstrate ability to apply theories, conceptual frameworks innovatively to tackle current global marketing problems and issues.

Excellent

(A+, A, A-) Comprehensive understanding of course materials

Good

(B+, B) Adequate understanding of course materials

Marginal

(B-, C+, C) Moderate understanding of course materials

Failure

(F) Fail to demonstrate basic understanding of course materials

Part III Other Information**Keyword Syllabus**

International Marketing, Global Marketing, Entry Modes, Standardization, Adaptation, Globalization, Cross-cultural differences, Multi-domestic Marketing, Internationalization, Marketing in Developing Countries, Global Markets, Multi-national Market Groups Global Marketing Management, Global Market Segment, International Marketing Channel, International Advertising, Pricing for International Markets, Negotiating with International Customers Innovation, Innovative

Reading List**Compulsory Readings**

Title	
1	Kotabe, M., & Helsen, K. (2022). Global Marketing Management (9th ed.). Hoboken, NJ: John Wiley & Sons.
2	Keegan, W. J., & Green, M. C. (2026). Global Marketing (Global ed., 11th ed.). Pearson.
3	Kuemmerle, Walter (2001) "Go Global or No", Harvard Business Review, June, 37-49.
4	Whitelock, Jeryl and Carole Pimblett., "The Standardization Debate in International Marketing", Journal of Global Marketing, 199710 (3), 45-66.
5	McCort, Daniel John and Naresh K Malhotra, "Culture and Consumer Behavior: Toward An Understanding of Cross-Cultural Consumer Behavior in International Marketing", Journal of International Consumer Marketing, 1993, 6 (2), 91-127.
6	Schutte, H. (2001), "Asian Culture and the Global Consumer", Mastering Marketing, Business Standard, 19 pp.2-3.

Additional Readings

Title	
1	Useful Web Sites for International Marketing
2	Regional Information
3	Africa BriefingsMacroeconomic and economic sector data for African countries
4	Business Environment Risk Intelligence (BERI)Provides political risk ratings for 130 countries on a scale from 0 (greatest risk) to 100 (least risk)
5	Council of European Social Science Data Archives (CESSDA)Listing of European macroeconomics data archives
6	Economist Intelligence Unit (EIU)Analysis and forecast of economic, political, and business environment for over 180 countries
7	Global Risk Assessment, Inc.Analysis and research for political, investment, and trade risk
8	Global Prospectus LLCGlobal market and industry data
9	Internet Centre for corruption researchCountry ranking according to level of corruption
10	PRS GroupData on country and political risk analysis
11	Transparency InternationalAnnual ranking of perceived corruption in 90 countries
12	World Bank in Country DataContains profiles on 206 countries
13	EurostatEconomic data for the European Union (EU)

14	EIU Country DataEconomic indicators and forecasts providing data series on economic structure, foreign payments, external debt stocks, eternal debt service, external trade, trends in foreign, and quarterly indicators
15	EIU Country Commerce Country Commerce --- China 2006, 2007Provides operating conditions, commercial laws, and business regulations of approximately 60 countries worldwide