

FB6880: GLOBAL MARKETING STRATEGY

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Global Marketing Strategy

Subject Code

FB - College of Business (FB)

Course Number

6880

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

4

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

NIL

Precursors

NIL

Equivalent Courses

NIL

Exclusive Courses

NIL

Additional Information

NIL

Part II Course Details

Abstract

This course aims to introduce students to the mindset, skills, and experience necessary to become a global marketing manager, and enables students to assess the potential for marketing products to other countries or regions in light of differences in their economic, cultural, and political environments. It introduces students to the considerations involved in developing a marketing strategy following global vs. local market segmentation, targeting, and positioning, and facilitates students' ability to develop global and local product, pricing, promotion, and distribution policies to take advantage of similarities and differences across markets. In the end, the students should be able to design and implement a market entry strategy and make intelligent decisions regarding the organization of global marketing efforts.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify key differences in the economic, cultural, and political environments among global markets.		x		
2	Develop a segmentation, targeting, and positioning strategy according to local market conditions.			x	
3	Evaluate and select a proper market entry strategy.			x	x
4	Design a marketing mix conducive to local customers, and critically evaluate the trade-offs between customization and standardization of each marketing mix element.				x
5	Discuss ethic issues in global marketing.		x		
6	Collaborate with other students through discussion and work productively as part of a team.			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	Concepts and knowledge of global marketing are explained and discussed. To assist students in understanding the taught concepts, discussion exercises are used in every lecture. Students are given exercises that cover relevant topics and are encouraged to work along with the lecturer and their peers. These exercises help students to visualize the applications of the concepts.	1, 2, 3, 4, 5, 6	
2	Case Discussions	Students are required to prepare case studies that illustrate and apply global marketing concepts. In groups, students will discuss, write-up, and present their analyses of the case and suggested recommendation.	1, 2, 3, 4, 5, 6	
3	Independent Study	Students are required to pre-read the assigned chapters and also other relevant materials provided by the lecturer before coming to classes. These readings provide students opportunity to think through global marketing concepts and their applications.	1, 2, 4	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Performances in Class Participation	1, 2, 3, 4, 5	30	-	Yes
2	In-Class Quizzes	1, 2, 3	30	-	Yes
3	Final Group Project	2, 3, 5, 6	40	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Performances in Class Participation

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent (A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good (B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.
Some new insights and questions offered with clear evidence of learning from the course.

Fair (C+, C, C-)

The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/conceptual framework and the contemporary context.

Marginal (D)

The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context.
No originality, weak justification of conclusions and poorly structured.

Failure (F)

Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

Assessment Task

2. In-Class Quizzes

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent (A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good (B+, B, B-)

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No originality, weak justification of conclusions and poorly structured.

Failure (F)

Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

Assessment Task

3. Final Group Project

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent (A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good (B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.
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Fail to submit the individual essay.

Part III Other Information

Keyword Syllabus

Global Marketing; Economic, Cultural, Political Environments; Segmentation, Targeting, Positioning; Market Entry Strategies; Global Branding; Customization and Standardization; Global Marketing Mix.

Reading List

Compulsory Readings

Title	
1	"Global Marketing," 7th Edition, Warren J. Keegan and Mark C. Green (Chinese Version) Upper Saddle River, NJ: Prentice Hall, ISBN: 978-0132719155"

2	Cateora Philip R., Mary C. Gilly, and John L. Graham (2019), International Marketing (Chinese Version), 18th edition, McGraw-Hill/Irwin
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Additional Readings

Title	
1	NIL