

IBS805 - Global Marketing

School of International Business & Management, Winter - 2020

Subject Title

Global Marketing

Subject Description

This advanced course continues from IBS630 and delves deeper into the strategic aspects of marketing in today's dynamic global environment with a focus on customer-centric development and delivery of the marketing mix: product, price, place and promotion through the appropriate application of the 5C analysis. The focus of the course will be on learning how to solve complex marketing problems in a global environment through case analysis examples and application based assignments. The role of Social Media and Customer Relationship Management tools, analytics and metrics will be discussed within the context of creating an outstanding customer experience for both B2B and B2C markets. The course will also incorporate the development of a comprehensive global marketing plan and presentation as part of the IBS cumulative international marketing plan, in keeping with the requirements for FITT certification.

Credit Status

This subject is a credit for the International Business Management Graduate Certificate Program.

Learning Outcomes

Upon successful completion of this subject the student will be able to:

Upon successful completion of this subject the student will be able to:

1. Illustrate the main principles of marketing.
2. Compare and contrast domestic vs. international marketing.
3. Assess how to use market intelligence, promotional strategies and e-marketing for global success.
4. Research and justify the influence of cultural, political, legal and regulatory considerations on the international market environment.
5. Demonstrate how companies would adapt their product and / or service for the international market.
6. Propose how to use marketing, pricing and personal selling and promotional strategies to achieve international marketing goals.
7. Conduct a SWOT and 5C analysis to identify and evaluate global marketing opportunities.
8. Evaluate strategies for developing new and modified products in response to changing market global market conditions.
9. Analyze and develop both long and short term pricing strategies that take into consider buyer behaviour; demand;

cost and competitive factors; regional economics; product assortment; ethical and legal implications in order to achieve organizational objectives.

10. Create distribution and channel control strategies to achieve place objectives.

11. Develop integrated marketing communication tactics, including sales strategies, advertising, public relations, sales promotion, digital and social media to create measureable awareness, demand, viral buzz and leads for both B2B and B2C markets.

12. Employ research data and the principles of risk management to support the financial components of a marketing plan such as sales projections, costs, break even and ROI.

13. Demonstrate ethical and social responsible behaviour in marketing strategy and planning.

14. Gather and analyze pertinent information to ensure the organization's marketing plan is in compliance with relevant legislation and regulations.

15. Develop and present the international marketing plan.

Essential Employability Skills

Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfils the purpose and meets the needs of the audience.

Respond to written, spoken, or visual messages in a manner that ensures effective communication.

Execute mathematical operations accurately.

Apply a systematic approach to solve problems.

Use a variety of thinking skills to anticipate and solve problems.

Locate, select, organize, and document information using appropriate technology and information systems.

Analyze, evaluate, and apply relevant information from a variety of sources.

Show respect for diverse opinions, values, belief systems, and contributions of others.

Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

Manage the use of time and other resources to complete projects.

Take responsibility for one's own actions, decisions, and consequences.

Academic Integrity

Seneca upholds a learning community that values academic integrity, honesty, fairness, trust, respect, responsibility and courage. These values enhance Seneca's commitment to deliver high-quality education and teaching excellence, while supporting a positive learning environment. Ensure that you are aware of Seneca's Academic Integrity Policy which can be found at: <http://www.senecacollege.ca/about/policies/academic-integrity-policy.html> Review section 2 of the policy for details regarding approaches to supporting integrity. Section 2.3 and Appendix B of the policy describe various sanctions that can be applied, if there is suspected academic misconduct (e.g., contract cheating, cheating, falsification, impersonation or plagiarism).

Please visit the Academic Integrity website <http://open2.senecac.on.ca/sites/academic-integrity/for-students> to understand and learn more about how to prepare and submit work so that it supports academic integrity, and to avoid academic misconduct.

Discrimination/Harassment

All students and employees have the right to study and work in an environment that is free from discrimination and/or harassment. Language or activities that defeat this objective violate the College Policy on Discrimination/Harassment and shall not be tolerated. Information and assistance are available from the Student Conduct Office at student.conduct@senecacollege.ca.

Accommodation for Students with Disabilities

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Services Office at ext. 22900 to initiate the process for documenting, assessing and implementing your individual accommodation needs.

Prerequisite(s)

IBS630 – Trade Research & Market Analysis is a pre-requisite for this course.

Topic Outline

Chapter 1 - Introduction to Global Marketing	
Chapter 4/5 - Social and Cultural Environment Political, Legal and Regulatory Environments	
Chapter 7 - Segmentation, Targeting and Positioning	
Chapter 16 - Strategic Elements of Competitive Advantage	
Chapter 9 - Global Marketing Entry Strategies: Licensing, Investment and Strategic Alliances	
Chapter 10 - Brand and Product Decisions in Global Marketing	
Chapter 11 - Pricing Decisions	
Study Week – no classes	
Chapter 12 - Global Marketing Channels and Physical Distribution	
Chapter 13 - Global Marketing Communications Decisions 1: Advertising and Public Relations	
Chapter 14 - Global Marketing Communication Decisions 2: Sales Promotion, Personal Selling and Special Forms of Marketing Communication	
Chapter 15 - Global Marketing and the Digital Revolution	

Mode of Instruction

A variety of instructional modes may be used including lectures, independent study, case analyses, class discussion, team and independent projects and assignments.

Prescribed Texts

International Sales and Marketing, 7th Edition FITT text book - ISBN - 9781988782294

Secondary Resources:

Products and Services for a Global Market, 7th Edition FITT text book - ISBN - 9781988782218

International Marketing, 10th Edition

Michael R. Czinkota; Ilkka A. Ronkainen
ISBN-10: 1-133-62751-X
ISBN-13: 978-1-133-62751-7

Reference Material

Guide to Research & Citation: MLA Style, Seneca Libraries, Latest Version, Seneca College.
<http://library.senecacollege.ca>

Required Supplies

None

Student Progression and Promotion Policy

Grading Policy

A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%
C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

For further information, see a copy of the Academic Policy, available online (<http://www.senecacollege.ca/about/policies/academics-and-student-services.html>) or at Seneca's Registrar's Offices..

[Registrar's office](#)

Modes of Evaluation

Project (Group Work):	50%
Deliverable 1- 10%	
Deliverable 2 – 10%	

Final Report – 15%	
Presentation - 15%	
Individual	
Two Case Studies each worth 10% (2 x 10%)	20%
Three tests, each worth 10% (3x 10%)	30%
Term Exam	N/A
TOTAL	100%

Approved by: Sarah Arliss, Shahrzad Farzinpak
 Last revision date: 20-Dec-2019 11:19:34 AM
 Last review date: 20-Dec-2019 11:19:34 AM