



# Course Specifications

<b>Course Title:</b>	<b>Global Marketing</b>
<b>Course Code:</b>	<b>MKT410</b>
<b>Program:</b>	<b>BS Marketing</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Prince Sultan University</b>
<b>Academic Year:</b>	<b>2020--2021</b>
<b>Course Instructor:</b>	<b>Nafla Al Hokail</b>
<b>Date:</b>	<b>Dec 2020</b>

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 3
<b>4. Pre-requisites for this course (if any):</b> MKT 301
<b>5. Co-requisites for this course (if any):</b> NA

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	0
2	Blended	0	0
3	E-learning	45	45
4	Correspondence	0	0
5	Other	0	0

### 7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
<b>Contact Hours</b>		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	45
<b>Other Learning Hours*</b>		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	<b>Total</b>	35

\* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course targets the fundamentals and key issues of global marketing. The course surveys the modern world marketing environment in which international marketers operate (cultural, political, legal, and economic environments) and the rules governing international marketing. Strategic and operational issues in international marketing management are discussed, including planning and implementation of marketing strategies in a global setting. Current issues and trends affecting Saudi global marketing involvement are also addressed.

### 2. Course Main Objective

This course is aimed to provide an introduction to international marketing. The focus will be on providing knowledge about the methods of how to develop proper strategies, and the applications of global marketing in relation to the achievement of business objectives. Students will also learn from examples of practices of companies all over the world and would be able to examine some marketing efforts of these companies in marketing their products and services. This course also helps students to develop some analytical skills in the formulation and implementation of global marketing strategies for organizations. The focus is on the fundamental aspects of marketing mix comprising of product and branding, pricing, distribution and global marketing communications strategies.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge:</b>	
1.1	Describe theories on how to formulate and implement a global market-driven strategy for organizations.	PLO1
1.2	Define various global marketing strategies	PLO1
1.3	Reproduce their ideas in analyzing cases in providing solutions and recommendations pertaining to the case.	PLO 1
1.4	Demonstrate their understanding in doing the assignments and projects related to global marketing	PLO2
<b>2</b>	<b>Skills :</b>	
2.1	Analyze global marketing decisions that focuses on companies resources and competencies in global market opportunities and threats.	PLO1,2,6
2.2	Compare and contrast the various global marketing strategies and its implications on company's performance.	PLO1,2,6
<b>3</b>	<b>Competence:</b>	
3.1	Demonstrate public speaking skills through class presentation. This will enable them to assess their own strengths and weaknesses and adjust future performance	PLO6
3.2	Demonstrate presentation skills using technology application	PLO4

## C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction to Global Marketing	3
2	Chapter 4 : Social and Cultural Environments	6
3	Chapter 5: Political, Legal and Regulatory Environment	3

4	Chapter 6 : Global Information Systems and Market Research	3
5	Chapter 9: Global Market Entry Strategies	6
6	Chapter 10 : Brand and Product Decisions in Global Marketing	3
7	Chapter 11: Pricing Decisions	3
8	Chapter 12: Global Marketing Channels and Physical Distribution	6
9	Chapter 13: Global Marketing Communications Decisions I: Advertising and Public Relations	3
10	Chapter 14: Global Marketing Communications Decisions II: Sales Promotion, Personal Selling, and Special Forms of Marketing Communication	6
112	<b>Course wrap up</b>	3
<b>Total</b>		45

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge</b>		
1.1	Knowledge	Lecture instruction assignments Presentation In class discussions case discussions	Assignments, case study Midterm, Presentation, Final Exam
<b>2.0</b>	<b>Skills</b>		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation Case discussions	Assignments, case study Midterm, Presentation, Final Exam
2.2	Interpersonal Skills & Responsibility	Presentations and project report	Project report and Presentation, Attendance
<b>3.0</b>	<b>Competence</b>		
3.1		Project report and Presentation	Individual Presentation, Project report

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	1 <sup>st</sup> Major exam	5 <sup>th</sup> week	20%
2	2 <sup>nd</sup> Major exam	11 <sup>h</sup> Week	20%
4	Project	13 <sup>th</sup> Week	15%
5	Case study	3 <sup>rd</sup> week	5%
5	Final exam	16 <sup>th</sup> week	40%

6	Total	100%
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\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

**Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :**

. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

**Students can meet the instructor for consultation and academic advise as below:**

Sun (11:00 to 11:50); Mon (2:00 to 2:30); Tue (11:00 to 11:50); Wed (2:00 to 2:30); Thu (11:00 to 11:50)

Students also can contact the instructor as below:

Email: nhokail@psu.edu.sa

Office number R325

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Global Marketing Warren J. Keegan & Mark. C. Green Warren J. Keegan & Mark. C. Green. 7th Edition, Pearson.2013
<b>Alternative Textbook</b>	Kotler and Keller. 2006. Marketing Management. 13thEdition. Prentice-Hall: USA.
<b>Electronic Materials</b>	Journal of Marketing; Journal of Academy of Marketing Sciences
<b>Other Learning Materials</b>	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	computing resources, library, LMS Moodle, Edugate, internet connection Google meet
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Computer and projector MOODLE system, internet connection
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	White board

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Exit Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	