

**BM3507 The Global Marketer – Marketing to the World**

**A) Course Aims/Description**

Singapore is a small nation state with limited market opportunities. Many multinational companies have their regional headquarters in Singapore and many local companies are looking to expand overseas. This course aims to address your needs and aspirations as a marketing graduate in this globally connected world. A regional or global role will open up many career options for you and help you grow as a marketing professional.

The first half of the course will cover familiar topics like marketing research and the marketing mix from an international perspective. There are additional challenges that companies will face in a global context. The course will challenge your preexisting assumptions about how marketing works and help you navigate all these additional complexities of global marketing. As it is a course targeted at final-year marketing students, the course will bring together and synthesise what you have already learnt in the marketing specialisation so far. You will also be introduced to current concepts and ideas (e.g., design thinking) relevant to the industry to help you ease into the dynamic world of marketing. The course will also delve into how technology is transforming how companies market their products and services across borders. The first half of the course will provide grounding for the second part of the course. The mid-term project will focus on the marketing tactics of international companies.

The second half of this course will seek to address the global marketing challenges facing Asian companies, and why they must learn to become global marketing/business competitors. In particular, it seeks to provide you with some insightful perspectives on how Asian companies can begin on their journeys to become global competitors. Asian companies must learn to adapt to the fast-changing rules of global competition, when many of these rules are enacted by the West. The recent sagas against Chinese companies on toys, milk products, textiles, and other related products are examples for Asian companies to realize that they cannot operate independently of international opinions, norms, and sensitivities. Without a doubt, Asian companies need to improve their global competitiveness, learn to build world-class businesses and brands, and how to establish sustainable global companies in order to rival the Western multi-national corporations.

**B) Intended Learning Outcomes (ILO)/Objectives**

By the end of the course, you should be able to:

1. Analyse the marketing environments for different geographical markets
2. Collaborate with your team to solve real marketing problems
3. Design optimal marketing strategies and tactics for entry into different geographical markets

Apply a systematic strategic thinking framework on how to develop global business / marketing strategies for the sustainability and growth of Asian companies

**C) Course Content**

1. Introduction to the Global Marketing
2. Global Marketing Research
3. The role of a marketing professional in a multinational corporation
4. Cross-cultural marketing
5. The Global Marketing Mix –Product
6. The Global Marketing Mix – Pricing
7. The Global Marketing Mix – Marketing Channels and Logistics
8. The Global Marketing Mix – Marketing Communications
9. Asian Companies & Global Business: Marketing Challenges & Opportunities
10. Corporate Responses Needed: Insights & Perspectives
11. Seeking and Building International Competitive Advantages: Stepping Stone to Building Global Marketing Strategies
12. Developing Global Brands: A Necessity to Enter Global Markets
13. Thinking and Acting Strategically: Keys to Building Competitive Advantages in Global Marketing Strategy

**D) Assessment (includes both continuous and summative assessment)**

<b>Component</b>	<b>Weightage</b>	<b>Team / Individual</b>
1. Individual Class Participation	30 %	Individual
2. Individual Essay	20 %	Individual
3. Mid-Term Project (In-Class)	20 %	Team (10 %) and Individual (10 %)
4. Team Case Research Study Presentation	30 %	Team
<b>Total</b>	<b>100%</b>	

**K) Planned Weekly Schedule**

<b>Week</b>	<b>Topic</b>
01	Introduction to the Global Marketing The role of a marketing professional in an MNC
02	Global Market Environment
03	Global Market Environment (Continued) Global Marketing Research
04	Cross-cultural marketing
05	The Global Marketing Mix –Product
06	The Global Marketing Mix – Pricing The Global Marketing Mix – Marketing Channels and Logistics
07	The Global Marketing Mix – Marketing Communications
Recess Week	
08	Mid-Term Project (in-class)
09	Feedback from Mid-Term Presentations Corporate Responses Needed: Insights & Perspectives
10	Thinking and Acting Strategically: Keys to Building Competitive Advantages in Global Business/Marketing Strategy Seeking and Building Competitive Advantages Through Globalisation
11	Developing Global Brands: A Necessity to Enter Global Markets
12	Team Case Study Presentations
13	Team Case Study Presentations