



Global Marketing Strategies

Syllabus

III 2.19

Specialty: 292 “International Economic Relations” Educational program “International Economic Relations”

Quarter/Year: Spring/2022

ECTS Credits: 6

Instructor: Olena Domina

US Credits: 3

Contact information:

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Prerequisites: Principles in Marketing

Course Description

This course is to provide students with an understanding of Global Marketing Strategies (GMS). Marketing Strategy is a set of tools and techniques that help to learn the customers, its pains, habits, channels of communication and convert potential leads to loyal customers by taking them through the customer journey. Global Marketing Strategies help to make the brand well known globally.

Why marketing strategy is your compass or detailed plan that leads the company from point A (where are you now) to point B (where do you want to be in terms of profit and extension) and helps you not to be lost in a messy middle and find your niche, profit-market-fit, and Unique Selling Proposition.

In our exciting GSM journey will start from the introductory lecture dedicated to understanding current marketing trends and types of organizations that may have an intention to enter global markets.

Then we will explore the basics of brand management and each of you will choose an international brand that you will use for your Global Marketing Strategy assignment. The criteria of the brand choice is the brand has to be well known and not yet presented in your country. Your first written homework, Written Assignment 1: Global Brand Strategy will describe: brand house, brand essence, positioning, values and mission.

After exploring the brand, we will transfer to Marketing Audit (synonym - External/Internal Audit & Desk Research). Based on received information, you will conduct your own desk research and describe deliverables in Written Assignment 2 : Marketing Audit.

After Assignment 2, you will have Midterm Exam.

In the third part of GMS course, you will familiarize with different approaches to marketing strategy and choose Global or International Marketing Strategy for your brand

and chose those strategies that could most efficient for your particular brand in particular market .

Then, we will explore how to create Marketing Plan including 1 year road map with timelines, budgeting, and metrics to measure the efficiency of your actions. After then you will accomplish you Assignment 3: Global or International Marketing Strategy and Plan.

For convenience, in addition to lectures, students will receive a unified GSM document template divided by slides in ppt. format. After most of the lectures, students will be provided with homework: you will need to fill in corresponding slides, related to the studied topic. Filled in slides from the GSM template will compose your Written Assignments 1, 2, 3.

When sending Written Assignments to the lecturer, please note, that students should include previous Assignments: Written Assignment 2 should include Written Assignment 1, and Written Assignment 3 should include Written Assignments 1 and 2.

Course Outcomes

PH3. Use modern information and communication technologies, software packages for general and special purposes.

PH4. Systematize and streamline the information received on the processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations, considering the peculiarities of the national and international environment.

PH5. Possess the skills of introspection (self-control), be understandable for representatives of other business cultures and professional groups of different levels (with specialists from other fields of knowledge / activities) on the basis of appreciating diversity, multiculturalism, tolerance and respect for them.

PH6. Plan, organize, motivate, evaluate and increase the effectiveness of teamwork, conduct research in a group under the leadership of a leader, taking into account today's requirements and features in a limited time.

PH7. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the results.

PH9. Understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital flow, international monetary and financial relations, mobility of human resources, international technology transfer.

PH13. Select and skillfully apply analytical tools for studying the state and development prospects of individual segments of the international markets for goods and services using modern knowledge about the methods, forms and tools for regulating international trade.

PH15. Determine the functional eatures, nature, level and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

PH16. Demonstrate knowledge about the state of research in international economic relations and the world economy in an interdisciplinary combination with political, legal, natural sciences.

PH17. Determine the reasons, types and nature of international conflicts and disputes, justify and apply economic, legal and diplomatic methods and means of their solution at the international level, defending the national interests of Ukraine.

PH18. Investigate economic phenomena and processes in the international sphere based on an understanding of categories, laws; highlighting and summarizing trends, patterns of functioning and development of the world economy, taking into account the cause-effect and space-time relationships.

PH19. Understand and apply current legislation, international regulations and agreements, reference materials, current standards and specifications, etc. in the field of international economic relations.

PH20. Defend the national interests of Ukraine, taking into account the security component of international economic relations.

PH21. Understand and have the skills to maintain business protocol and business etiquette in the field of international economic relations, taking into account the peculiarities of intercultural communication at the professional and social levels, both state and foreign languages.

PH22. Apply appropriate methods, rules and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

PH23. Recognize the need for lifelong learning in order to maintain a high level of professional competence.

PH24. Substantiate the choice and apply information and analytical tools, economic and statistical calculation methods, complex analysis techniques and methods of monitoring world markets.

PH25. Present the results of the research on the basis of which recommendations and measures for adaptation to changes in the international environment are developed.

Competencies

CK5. Ability to carry out a comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them.

CK6. Ability to analyze international markets for goods and services, instruments and principles of international trade regulation.

CK10. Ability to justify the use of legal, economic and diplomatic methods (instruments) for resolving conflict situations at the international level.

3K10. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge / types of economic activity).

3K11. Ability to work in a team.

3K12. Knowledge and understanding of the subject area and understanding of professional activity.

Internationality:

The international aspect of the discipline includes:

1. understanding why only BRANDS or unique products can expand globally
2. differentiation of global and international marketing strategy
3. knowledge of models, methods, and instruments of route to global market that are currently used by marketers all over the world.

Communications

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 48 hours.

Note! Only emails sent from the student's corporate email address will be answered.

Student Responsibilities

Time Commitment

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

Technical Aspects

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet.

Only students signed-in with their own first and last name are allowed into video lectures in Zoom.

Grading Policy

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is 60%.

Graduate Grading Guidelines

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

Course-level Grading guidelines:

Grade	ECTS Grade	International Grade
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

Criteria for grading:

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth

	knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Maximum total possible points: 100 points (Midterm and Final Exam are 60% of overall evaluation where Midterm – 20%, Final exam – 40%)

Written Assignments – 40 points

Written Assignment 1: Global Brand – 10 points

Written Assignment 2: marketing Audit – 15 point

Written Assignment 3: Global/International Marketing Strategy and Plan – 15 point

Midterm Exam (after submission of Written Assignment 1 & 2) – 20 point

Final Exam (after submission Written Assignment 1, 2, 3 & 4) – 40point

All Written Assignments have to be submitted on time. Written Assignments submitted after the deadline, will be automatically decreased by 5 points, so a student could receive maximum of 5 points out of possible 10. or 7,5 out of 15.

Midterm Exam

The Midterm Exam will be in the format of Quiz:

10 multiple choice questions – 2 points

1 essay – 5 points

Final Exam

Students will be allowed for the Final Exam ONLY after submission of all 3 Written Assignments. If one of Written Assignments hasn't been submitted, the student won't be allowed to the Final Exam.

The Final Exam will be in the format of Quiz:

10 multiple choice questions – 2 points

1 essay – 15 points.

Assignment Format

Written Assignment 1 covers materials from Lectures 2-3 dedicated to Brand and should be submitted after completion of Part 1 in the format of GSM template, Part 1.

Written Assignment 2 covers materials from Lectures 4 -8 Marketing Audit and should be submitted after completion of Part 2 in the format GSM template, Part 2

The Midterm Exam covers materials from lectures 1-8 (Intro, Part 1 & 2) and student outcomes from Marketing Audit. It lasts for 1.5 hours. If needed, students may use their lecture materials and their Written Assignments during the Exam. If the Lecturer finds two or more similar essays, none of them will be graded and all those students will be directed to the dean's office for further clarification as plagiarism is prohibited.

Written Assignment 3 covers materials from Lectures 9 -15 Global or International Marketing Strategy and Plan and should be submitted after completion of Part 3 in the format of Template 3.

GSM template document is a set of ppt slides that help you with structure. You are responsible for the visualization on your own. You can add any information of your choice, but, please, fill in all tables and frameworks provided in the slide as it will influence your grade.

As the Global Marketing Strategy Document is about sense, structure, logic, and good visualization, 10 points of each Written Assignment will be divided as follows

40% - sense

20% - structure

20% logic

20% visualization (presentation created using brand style)

• **The Final Exam** covers all course materials from Lecture 1-15 with the accent on lectures 8-15 Admission to the Final Exam is possible only if all the tasks of the curriculum are covered. If needed, students may use their lecture materials and their Written Assignments during the Exam. If the Lecturer finds two or more similar essays, none of them will be graded and all those students will be directed to the dean's office for further clarification as plagiarism is prohibited.

Student Workload

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of lectures with the instructor and 7 academic hours of personal work. Personal work includes .

Please pay attention that 1 academic hour equals to 40 minutes.

Assignment Format

- All work should be shown in time. If the student misses the deadline – the task is failed.
- Midterm covered topics from previous lectures (weeks 1-6). It included multiple choice questions and cases (essays) and took about 1.5 hours.

- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1.5 hours. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.
- After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

Academic dishonesty

· Academic integrity is submitting one’s own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

Plagiarism – submitting all or part of another’s work as one’s own in an academic exercise such as an examination, a computer program, or written assignment.

Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination.

Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.

Fabrication – altering or transmitting, without authorization, academic information or records.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

Midterm and Final are valid only if they are taken on-campus (room defined by the dean’s office) and on UACU’s computer/laptop or online on the student’s computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade “0”.

In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.

Submission or retaking of any assessment activities after deadlines are forbidden.

Submission & Return Policy

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

**** NO MAKE –UP QUIZZES AND EXAMS ****

Week #	Research Projects	Assignments Due	Points
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Lecture 1	Intro : Marketing evolution, definitions Course overview Definitions and evolution of Marketing Current Marketing Trends		
Lecture 2	Part 1: Brand Meaning and role of the Brand and Branding Brand vs product 9 key elements of the Brand		
Lecture 3	Part 1: Brand Brand attributes Brand book Keller's brand equity model Brand Identity prism Brand house		
	Written Assignment 1: Brand, deadline	04.05.22, 23:00 EEST	10/100
Lecture 4	Part 2: Marketing Audit Macroenvironmental analysis: PESTEL		
Lecture 5	Part 2: Marketing Audit Microenvironmental Analysis: market, competitors, customers		
Lecture 6	Part 2: Marketing Audit Market research types and instruments		
Lecture 7	Part 2: Marketing Audit Digital tools in Marketing Research Design Thinking approach Internal audit SWOT/TOWS		
	Written Assignment 2: Marketing Audit, deadline	04.05.22, 23:00 EEST	15/100
Lecture 8 5-8.05.22	Midterm Exam in a format of a Quiz	Written Quiz 20 points multiple choice 5 points essay	20/100
Lecture 9	Part 3 Global/ International Marketing Strategy and Plan Global Marketing Strategy: entering foreign markets - Ansoff Matrix: choosing product-market strategy - Global Business strategies - International marketing strategy: standardization vs adaptation -Basic Global Marketing Strategies &		

	Elements - 8 strategies to enter foreign markets		
Lecture 10	Part 3 Global/International Marketing Strategy and Plan Marketing Goals and Objectives Marketing Mix 5.2.1. Product: New Product Adoption Model, Product Life Cycle, Product Development and Packaging		
Lecture 11	Part 3 Global/International Marketing Strategy and Plan Price: price elasticity, determining demand, choosing price strategy Place: choosing sales channels, channel design decisions and distribution model People Process Physical Evidence		
Week 12	Part 3 Global/International Marketing Strategy and Plan Promotion: choosing Promotional Mix (Marketing Communication Mix), communication strategy, process, and channels of communication		
Week 13	Part 3 Global/International Marketing Strategy and Plan Digital Marketing Mix		
Week 14	Part 3 Global/International Marketing Strategy and Plan Execution & Action/Launch Plan		
Week 15	Part 3 Global/International Marketing Strategy and Plan Marketing metrics: online and offline Marketing Budget		
Week 16	Part 3 Global/International Marketing Strategy and Plan AMEC Framework Executive Summary		
	Written Assignment 3: Marketing Strategy, Plan & Execution, deadline	01.06.22, 23:00 EEST	15/100
Lecture 17 2-5.06.22	Final Exam in a format of a Quiz	Written Quiz 20 points multiple choice 15 points essay	40/100

Recommended Materials

There is no one study book the course is based on.

As the basis was taken

Personal knowledge of the lector

CIM study materials

Guest speakers' personal materials and presentations

Simple and easy to read articles indicated in corresponding slides of lector's presentation materials. Please, notice them at the bottom of the page and read them.

Brand

1. <https://youtu.be/Sgppn5vuaU8> - Kevin Keller Lecture
2. <https://blog.hubspot.com/marketing/examples-brand-style-guides>
- brand book creation and example

Marketing Strategy

3. <https://www.youtube.com/watch?v=hZLMv5aexto>- 4 principles of Marketing Strategy by Brian Tracy
4. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey#> - McKinsey consumer decision model
5. <https://www.smartinsights.com/traffic-building-strategy/offer-and-message-development/aida-model/> - AIDA model

** The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 1 від 22.01.2022 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В.Жарова

Викладач



О.Є.Дьоміна