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GLOBAL MARKETING STRATEGIES

Syllabus BOK 2.13 GMS-432

Quarter/Year: Spring/2025

ECTS Credits: 6

Instructor: Bielova Olena, PhD, Associate Professor

US Credits: 3

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Prerequisites: Principles of Marketing

Course Description

This course provides students with a comprehensive understanding of global marketing strategies through both theoretical exploration and practical application. Global marketing is not limited to a single function but intersects with multiple business areas, including branding, pricing, distribution, digital marketing, and corporate social responsibility. Whether pursuing careers in marketing, management, finance, supply chain, or international business, students must grasp the critical role global marketing plays in shaping business success in an increasingly interconnected world.

Course Outcomes

Upon successful completion of this course, students will be able to:

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 features, 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.

Internationality: This course takes an international perspective, emphasizing the challenges and opportunities that arise when businesses expand across borders. Students will study global case studies from companies like McDonald's, Starbucks, Coca-Cola, and multinational digital firms, analyzing their marketing strategies in diverse cultural and economic settings. The course will also examine how global marketing innovations, technological advancements, and regulatory changes shape the future of international marketing. By the end of the course, students will be equipped with the strategic mindset and practical skills necessary to navigate the complexities of global markets and develop effective marketing campaigns tailored for international success.

Competencies

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.

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.

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 24 hours.

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

Attention! Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

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.

Students are responsible for following the schedule, attending classes, completing assignments on time and to the required standards, and maintaining academic integrity. These responsibilities are not open for discussion with instructors or the dean's office.

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 consultations 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 – 400 points incl. (Midterm and Final exam are 70% of overall evaluation, where Midterm – 30% and Final – 40%)

Test / Assignment / Project – 75 points (several times during the course)

Consultations – 45 points

Midterm exam – 120 points

Final exam – 160 points

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 working on lecture materials (including consultations) and 7 academic hours of personal work.

Personal work includes tasks completing.

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 1-4). It included multiple choice questions and cases (essays) and took about 1 hour.

The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1 hour. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.

Academic dishonesty

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

1. 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.
2. 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. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).
3. Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
4. 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 ****

Schedule

Date / time	Topic	Form of activity	Grades	Deadline
see schedule in Moodle	CONSULTATIONS	Attendance	45 points	
	TOPIC 1 INTRODUCTION TO GLOBAL MARKETING	► <i>Practical assignment 1</i>	5 points	
	TOPIC 2 GLOBAL MARKETING STRATEGIES: STANDARDIZATION VS. ADAPTATION	► <i>Practical assignment 2</i>	5 points	
	TOPIC 3 EPRG MODEL IN GLOBAL MARKETING	► <i>Practical assignment 3</i>	5 points	
	TOPIC 4 COMPETITIVE STRATEGIES IN GLOBAL MARKETING	► <i>Practical assignment 4</i>	5 points	
	TOPIC 5 EXPORT MARKETING: THE FIRST STEP IN GLOBAL EXPANSION	► <i>Practical assignment 5</i>	5 points	
	TOPIC 6 LICENSING AND FRANCHISING: EXPANDING A BRAND GLOBALLY	► <i>Practical assignment 6</i>	5 points	
	TOPIC 7 JOINT VENTURES AND STRATEGIC ALLIANCES: MARKETING SYNERGY	► <i>Practical assignment 7</i>	5 points	
	TOPIC 8 FOREIGN DIRECT INVESTMENT AND MARKET PENETRATION STRATEGIES	► <i>Practical assignment 8</i>	5 points	
Information will be a week before from the Dean's office	MID-TERM	► TESTS + TASKS	120 points	
	TOPIC 9 GLOBAL BRANDING: BUILDING A STRONG INTERNATIONAL BRAND	► <i>Practical assignment 9</i>	5 points	
	TOPIC 10 GLOBAL PRICING STRATEGIES	► <i>Practical assignment 10</i>	5 points	
	TOPIC 11 GLOBAL MARKETING CHANNELS AND DISTRIBUTION	► <i>Practical assignment 11</i>	5 points	
	TOPIC 12 CROSS-CULTURAL MARKETING AND ADVERTISING ADAPTATION	► <i>Practical assignment 12</i>	5 points	
	TOPIC 13 DIGITAL MARKETING IN THE GLOBAL ENVIRONMENT	► <i>Practical assignment 13</i>	5 points	
	TOPIC 14 CORPORATE SOCIAL RESPONSIBILITY (CSR) AND GREEN MARKETING	► <i>Practical assignment 14</i>	5 points	
	TOPIC 15 THE FUTURE OF GLOBAL MARKETING: TRENDS AND INNOVATIONS	► <i>Practical assignment 15</i>	5 points	
Information will be a week before from the Dean's office	FINAL-TERM	► TESTS + TASKS	160 points	

Recommended Materials

Textbooks:

1. Hollensen, S. (2019). Global Marketing (8th ed.). Pearson.
2. Kotabe, M., & Helsen, K. (2017). Global Marketing Management (6th ed.). Wiley.

3. Keegan, W. J., & Green, M. C. (2016). Global Marketing (9th ed.). Pearson.
4. Czinkota, M. R., & Ronkainen, I. A. (2013). International Marketing (10th ed.). Cengage Learning.
5. Alon, I., Jaffe, E., Prange, C., & Vianelli, D. (2016). Global Marketing: Contemporary Theory, Practice, and Cases. Routledge.

Articles:

6. Okonkwo, I., Mujinga, J., Namkoisse, E., & Francisco, A. (2023). Localization and global marketing: Adapting digital strategies for diverse audiences. Journal of Digital Marketing and Communication, 3(2), 66–80. <https://doi.org/10.53623/jdmc.v3i2.311>
7. Griffith, D. A. (2010). Understanding multi-level institutional convergence effects on international market segments and global marketing strategy. Journal of World Business, 45(1), 59–67. <https://doi.org/10.1016/j.jwb.2009.04.004>
8. Zou, S., & Cavusgil, S. T. (2002). The GMS: A broad conceptualization of global marketing strategy and its effect on firm performance. Journal of Marketing, 66(4), 40–56. <https://doi.org/10.1509/jmkg.66.4.40.18519>
9. Douglas, S. P., & Craig, C. S. (2011). Convergence and divergence: Developing a semiglobal marketing strategy. Journal of International Marketing, 19(1), 82–101. <https://doi.org/10.1509/jimk.19.1.82>
10. Samiee, S. (2019). International marketing and the internet: A research overview and the path forward. International Marketing Review, 36(1), 6–29. <https://doi.org/10.1108/IMR-02-2018-0080>

Протокол засідання кафедр № 1 від 28.01.2025 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Зав.кафедри



Л.В.Жарова

Викладач



О.І.Белова