



Hankuk University of Foreign Studies

2024 Summer Session

MKT 570 Strategic Global Marketing (Postgraduate)

Course Outline

Course Code: MKT 570

Instructor: Dr. Victor Y. Lian

Home Institution: Lynn University

Office Hours: By appointment

Email: vlian@lynn.edu

Credit: 4

Class Hours:

This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour T A discussion sessions, 4-hour review sessions.

Course Description:

This post-graduate winterim course is designed to explore the strategic aspects of global marketing. Through a combination of theoretical frameworks, case studies, and practical exercises, students will develop a deep understanding of global marketing strategies, market analysis, and decision-making in the context of today's complex and dynamic global business environment. It covers the concepts and theories of creating and implementing a marketing strategy and offers a focus on the strategic planning process and marketing's cross/inter-functional relationships. This course helps students integrate what they have learned about analytical tools and the 4P's of marketing within a broader framework of competitive strategy. Four key and relevant trends that are sweeping the world of marketing theory and practice are integrated throughout this new edition.

Learning Objectives:

By the end of this course, students should be able to:

1. Understand the core concepts and principles of global marketing strategy.
2. Analyze global market opportunities and challenges.
3. Develop effective marketing strategies for global markets.
4. Apply strategic decision-making frameworks to real-world global marketing scenarios.
5. Evaluate the performance and effectiveness of global marketing strategies.

Course Prerequisites:



None; open to post-graduate students with a strong interest in business strategy and global marketing

Required Course Materials:

Walker, J. O., & Mullins, J. W. (2014). *Marketing Strategy: A Decision Focused Approach (8th ed.)*. McGraw Hill
ISBN10: 0078028949 | ISBN13: 9780078028946

Grading Components:

Weekly Assignments 40%

Critical questions covering the related topics

Case Analysis 30%

Analyze and discuss real cases by applying related concepts and theories

Final Exam 15%

Comprehensive exam to test the students' understanding, analytics, and application of related concepts and theories

Course Reflection and Discussion: 15%

Students will summarize key concepts and have discussions with each other.

Grading System (1 ~ 100)

| | |
|---------------|-------------|
| A+ : 96 - 100 | A : 91 - 95 |
| B+ : 86 - 90 | B : 81 - 85 |
| C+ : 76 - 80 | C : 71 - 75 |
| D+ : 66 - 70 | D : 60 - 65 |
| F : 0 - 59 | |
| Pa : Pass | Fa : Fail |

Course Schedule

Week 1: Introduction to Global Marketing Strategy

- Course Overview and Expectations
- Market-Oriented Perspectives in Strategy
- Corporate Strategy and Marketing Implications
- Business Strategies and Marketing Alignment
- Week-1 Assignments
- Case Study

Week 2: Opportunity Analysis in Global Markets



- Understanding Market Opportunities
- Forecasting and Market Knowledge
- Targeting Attractive Market Segments
- Differentiation and Brand Positioning
- Week-2 Assignment
- Case Study

Week 3: Formulating Global Marketing Strategies

- Marketing Strategies for New Market Entries
- Strategies for Growth Markets
- Strategies for Mature and Declining Markets
- Marketing Strategies for the New Economy
- Week-3 Assignment
- Case study

Week 4: Implementation, Control, and Course Wrap-up

- Organizing and Planning for Effective Implementation
- Measuring and Delivering Marketing Performance
- Week-4 Assignment
- Final Examination
- Course Reflection and Discussion

Late submission

Late submission of assignments will be subject to points deduction (10% everyday) unless by prior arrangement and permission from the instructor.

Academic misconduct

Please follow the guidelines of the university policy. Academic dishonesty or misconduct will not be tolerated and may result in disciplinary action including a grade F for the course.

- The work submitted must be the original work of the student. Original work may include the words and ideas of others, but the source of these words and ideas must be indicated in a manner consistent with an academically recognized form, style, and citation manual.
- Resubmission of work previously presented in another course is prohibited.
- AI generated submissions are prohibited in this course and will be regarded as plagiarism.

Accommodation

- Accommodation for students with disabilities will be provided once approved by the university.
- Missing class activities and late submissions due to religious holidays are acceptable based on the approval by the university.