

COURSE TITLE	GLOBAL MARKETING & TRADE MANAGEMENT
COURSE CODE	04MB0216
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Gain an overview of globalization's impact on marketing and comprehend the distinctions between domestic and international marketing approaches.
- 2 Learn how to assess global markets for opportunities and risks, segment markets effectively, and develop targeted positioning strategies.
- 3 Understand the intricacies of product development, distribution logistics, promotion strategies, and digital marketing in international contexts.
- 4 Acquire knowledge about international trade theories, trade agreements, import/export regulations, currency exchange, and risk management
- 5 Explore ethical and legal issues pertinent to global marketing and trade, ensuring an understanding of compliance and responsible business practices across diverse cultural settings.

Pre-requisite of course: Familiarity with basic marketing concepts and strategies.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Global Marketing Overview of Globalization and its Impact on Marketing, Differences between Domestic and International Marketing,, Market Entry Strategies: Exporting, Licensing, Joint Ventures, and Foreign Direct Investment, Cultural Analysis and Cultural Sensitivity in Global Marketing, Global Marketing Research: Methods and Tools.	15
2	Market Analysis and Segmentation Market Assessment: Analyzing Global Markets for Opportunities and Risks, Market Segmentation, Targeting, and Positioning Strategies, Understanding Consumer Behavior in Different Cultural Contexts, Competitive Analysis in Global Markets, Pricing Strategies for International Markets.	15
3	International Marketing Mix Product Development and Adaptation for Global Markets, Distribution Channels and Logistics Management in International Trade, Promotion Strategies: Advertising, Sales Promotion, Public Relations, and Personal Selling, Digital Marketing in Global Contexts, Brand Management in Diverse Cultural Settings.	15

Contents : Unit	Topics	Contact Hours
4	Trade Management and Regulatory Environment International Trade Theories: Comparative Advantage, Absolute Advantage, and Factor Proportions Theory, Trade Agreements and Organizations: WTO, NAFTA, EU, ASEAN, etc., Import/Export Regulations and Documentation, Currency Exchange and Risk Management, Ethical and Legal Issues in Global Marketing and Trade.	15
Total Hours		60

Textbook :

- 1 Global Marketing, Warren J. Keegan and Mark C. Green, Pearson, 2023
- 2 International Marketing, Michael R. Czinkota and Ilkka A. Ronkainen, Cengage Learning, 2022
- 3 Global Marketing: A Decision-Oriented Approach, Svend Hollensen, Pearson, 2024
- 4 Global Marketing Management, Masaaki Kotabe and Kristiaan Helsen, Wiley, 2023

References:

- 1 International Marketing Strategy, International Marketing Strategy, Isobel Doole and Robin Lowe, Cengage Learning, 2022
- 2 International Marketing, International Marketing, Philip R. Cateora and John Graham, McGraw-Hill Education, 2023

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 Class room Teaching, Workshops, Group Discussion, Case Study

Supplementary Resources:

- 1 <https://junoschool.org/free-certificate-course/international-trade-and-globalization/>
- 2 <https://uniathena.com/short-courses/diploma-in-international-marketing-management>
- 3 https://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm1_e.htm
- 4 <https://learning.intracen.org/>
- 5 <https://unctad.org/topic/trade-analysis>