



SUBJECT (MODULE) DESCRIPTION

Subject name	Code
Global marketing management	17-01-2022

Staff	Faculty
Coordinator(s): J. Assist. Evelina Blažinauskytė Others:	Faculty of Economics and Business administration

Study cycle	Type of study
Second	Compulsory

Form of implementation	Period of implementation	Language of instruction
Classroom, mixed or online	Spring semester	English

Requirements for student	
Prerequisites: Marketing	Additional requirements (if any):

Number of ECTS credits	Student's workload	Contact hours	Individual work
5	130	32	98

Purpose of the course unit and programme competences to be developed		
<p>Knowledge and its application abilities: Students will recognize the peculiarities of marketing tools and their coordination principles and will be able to manage the totality of marketing actions in a country-level or global context.</p>		
Learning outcomes of the course unit	Teaching methods	Assessment methods
<p>Students will be able to analyse the global business environment and consumer behaviour. Will recognize international marketing peculiarities, tools, and methods and will be able to propose them according to the particular conditions.</p>	<p>Interactive lectures, discussions, case study, project preparation and presentation, individual studying of the study materials.</p>	<p>Cumulative grade includes assessment of activeness during seminars, project assessment, and test (open-ended and close-ended-questions).</p>

Subject themes	Contact / Individual work: time and assignments								Assignments
	Lectures	Tutorials	Seminars	Practical classes	Laboratory work	Practice	Contact hours	Individual work	
<p>1. The evolution of Global markets: historical and geographical analysis. Internationalization and Global business: firms' competitiveness in the global market and internationalization motives.</p>	4						4	10	<p>Reading the scientific literature: Kotabe, M., Helsen, K. (2019), Global Marketing Management, 8th ed. 3-34.; sources, uploaded in emokymai.vu.lt</p>

2. Global marketing environment. Assessment and selection of foreign markets. The barriers while entering into the new market. Culture and technology impact on consumers' behaviour in global markets. The Global Marketing researches.	4		4				8	20	Reading the scientific literature: Kotabe, M., Helsen, K. (2019), Global Marketing Management, 8th ed. 35-195.; sources, uploaded in emokymai.vu.lt
3. Global business expansion: a choice of foreign market entry strategies and motives' evaluation: export, contractual market entry models; exit from the foreign markets.	4		4				8	25	Reading the scientific literature: Kotabe, M., Helsen, K. (2019), Global Marketing Management, 8th ed.196-341.; sources, uploaded in emokymai.vu.lt
4. Global marketing strategy: Global product/brand strategy, pricing strategy.	6						6	25	Reading the scientific literature: Kotabe, M., Helsen, K. (2019), Global Marketing Management, 8th ed.342-433.; sources, uploaded in emokymai.vu.lt
5. Global marketing strategy: Global distribution strategy, Global communication strategy. Global advertising cases.	2		4				6	18	Reading the scientific literature: Kotabe, M., Helsen, K. (2019), Global Marketing Management, 8th ed. 434-602.; sources, uploaded in emokymai.vu.lt
Total	20		12				32	98	

Assessment strategy	Share in %	Time of assessment	Assessment criteria
<p>First group task: Brand /Product/Service Global expansion.</p> <p>To select and evaluate the most appropriate way of entering to the new market for the chosen product group or service.</p>	40	During the semester.	<p>The continuing group task: the key points of expansion steps presented to the lecturer (up to 5 slides from each group after every topic (2-5) is finished):</p> <p><i>-1st presentation:</i> The competitive advantage identification and grounded motives of the expansion of the selected goods/services;</p> <p><i>-2nd presentation:</i> The selection of the way of entering the new market for the chosen product group or services;</p> <p><i>-3rd presentation:</i> Chosen goods/services Global branding strategy, pricing strategy;</p> <p><i>-4th presentation:</i> Chosen goods/services Global distribution strategy and Global communication strategy.</p> <p>To be assessed: the ability to analyse international marketing environments, to identify market potential and market entry barriers. Knowledge of international marketing strategies types, the argumentation of choice.</p>

<p>Second group task (the continuing): Global Brand/Product/Service marketing management and implementation solutions.</p> <p>To prepare the written version of the Global product/service/brand expansion plan starting with the explained motives for the selected goods/services expansion until the preparation of the global marketing communication and implementation plan.</p>	20	During the semester, completed at the end of course	<p>The final stage of continuing group task: the whole project presentation to the class (<i>PowerPoint</i>), send paperwork (up to 20 pages.) to the lecturer (<i>Pdf</i>).</p> <p>To be assessed: the ability to identify the critical aspects of international brand management in a foreign market, to ground the motives for the selected tools in different Global marketing management areas (branding, pricing, distribution, communication, advertising).</p>
Exam - test	40	During the exam session.	<p>Various types of questions. The exam assessment is drawn up by the percentage of right answers:</p> <p>>90% - excellent -10</p> <p>>80%, but <=90% - very good - 9</p> <p>>70%, but <=80% - good - 8</p> <p>>60%, but <=70% - average - 7</p> <p>>55%, but <=60% - satisfactory - 6</p> <p>>50%, but <=55% - poor - 5</p> <p>less than 50% - unsatisfactory, the minimum requirements are not met, the exam needs to be retaken.</p>
<p>Important note! In order to get positive final assessment, everyone has to complete all above-mentioned assignments and get at least positive (5 or more) marks.</p> <p>*Strategy of exam retake as an external student: the test and well the 1st and the 2nd practical tasks should be implemented (written project up to 20 pages and its' presentation to the lecturer). In order to get positive final assessment, everyone has to complete all above-mentioned assignments and get at least positive (5 or more) marks.</p>			

Author	Published in	Title	Issue No. or Volume	Publishing house or Internet site
Required reading				
Kotabe, M., Helsen, K.	2019	Global Marketing Management	8th ed.	John Willey & Sons, Inc. ISBN: 978-1-119-56310-5
Philip R. Cateora, John Graham, Mary C. Gilly	2019	International Marketing	18 th edition	McGraw-Hill Education ISBN 1260547876
Supplementary reading				
Other various sources (articles, chapters, cases, reports, etc.) uploaded in to emokymai.vu.lt				