

## 7.10 Global Marketing (BIP1019)

**UDAYANA UNIVERSITY**  
**Course Syllabus**  
**GLOBAL MARKETING**  
(Code: BIP1019)



5 ECTS

### **Course Description**

The course provides an overview of the unique aspects of marketing in the international business environment as well as the framework upon which multinational marketing management can be based on. The emphasis will be placed on the role of the international marketing manager in the development of marketing strategies for a variety of markets in diverse cultural, political and economic situations. The course also focuses on the decision making processes in the areas of foreign market analysis, target identification, product planning and promotion, and global supply chains.

### **Objectives**

By the end of the learning process students should:

1. have an appreciation of the meaning and the role of global marketing.
2. have an understanding of the basics of strategic planning and the global marketing process.
3. have an understanding of the five essential elements of global marketing as a philosophy of consumer-orientation.
4. be able to describe the environments in which companies operate, and show the influence of external forces on global marketing decisions.
5. be able to explain market segmentation, targeting, and positioning.
6. have an understanding how products are designed, named, packaged, and formed into product lines.
7. be able to state factors that affect pricing and comparing general pricing approaches.
8. be able to explain a general outline of the key concepts of distribution channels and physical distribution.
9. be able to explain communication and promotion strategy.
10. be able to show different approaches that companies can take to a market in order to serve consumers' and the companies' needs

### **Teaching Method**

The course will consist of lectures, classroom assignments and discussions, case studies, a special topic presentation and home work.

Students are expected to finish all the reading assignments before class. All assignments are to be handed in as hard copies.

Course content will come from a variety of sources: reading assignments, short written assignments, and handout materials.

**Assessment Method**

Assignment: 30%  
 Mid-term Exam: 30%  
 Final Exam: 40%

**Lecturers:**

1. Dr. I Nyoman Madiun, SE, M.Sc
2. I Nyoman Sudiarta, SE.,M.Par

**Lecture Topics**

| Week | Topics                                   |
|------|--|
| 1    | Global Marketing and Marketing Process   |
| 2    | Global Marketing Management Philosophies |
| 3    | Global Marketing Environment             |
| 4    | Global Market Segmentation               |
| 5    | Product Strategy                         |
| 6    | Pricing Strategy                         |
| 7    | Distribution Strategy                    |
| 8    | Middle Test                              |
| 9    | Promotion Strategy                       |
| 10   | Approaching the Market                   |
| 11   | Marketing Case Study                     |
| 12   | Preparing Marketing Plan                 |
| 13   | Impacts of Global Marketing              |
| 14   | Final Project Presentation               |
| 15   | Final Project Presentation               |
| 16   | Final Test                               |

**References**

Morrison, Alastair. M, 2010, **Hospitality and Travel Marketing**, Printed in China Translation & Printing Service Limited.  
 Kotler Bowen, Makens, 1999, **Marketing for Hospitality and Tourism**, Second Edition, Prentice-Hall, International (UK) Limited, London  
 Kottler, Philip, 1997, **Marketing Management, Analysis, Planning, Implementation, and Control**, Prentice-Hall, International, Inc, USA  
 Seaton, A.V., and Bennett, M.M., 1996, **Marketing Tourism Products**, International Thomson Business Press, USA  
 Kottler, Philip and Armstrong, Gary, 1994, **Principles of Marketing**, sixth Edition, Prentice-Hall, International, Inc, USA  
 Mason, Barry,J. and Ezell, F., 1993, **Marketing Management**, Macmillan Publishing Company, New York

**Workload**

|                            |  |       |                | Weeks per semester |   |   |   |   |    |   |   |   |    |    |    |    |    |    |    | TOTAL hrs |
|----------------------------|--|-------|----------------|--------------------|---|---|---|---|----|---|---|---|----|----|----|----|----|----|----|-----------|
| Independent work           |  |       |                | 1                  | 2 | 3 | 4 | 5 | 6  | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |           |
|                            | Homework, assignments                    |       |                |                    | 2 | 2 | 2 | 2 | 2  |   |   | 2 | 2  | 2  | 2  | 2  | 2  | 2  |    | 24        |
|                            | Case studies                             |       |                |                    | 1 | 1 | 1 | 1 | 1  |   |   | 1 | 1  | 1  | 1  | 1  | 1  | 1  |    | 12        |
|                            | Exam preparation                         |       |                |                    |   |   |   | 5 | 10 |   |   |   |    |    |    |    |    | 5  | 10 | 30        |
|                            | Preparation for presentations and papers |       |                |                    | 1 | 1 | 1 | 1 | 1  |   |   | 1 | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 12        |
|                            | Preparation for class                    |       |                |                    | 1 | 1 | 1 | 1 | 1  |   |   | 1 | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 12        |
|                            | Follow-up for class                      |       |                |                    | 1 | 1 | 1 | 1 | 1  |   |   | 1 | 1  | 1  | 1  | 1  | 1  | 1  | 1  | 13        |
|                            | Final essay paper                        |       |                |                    |   |   |   |   |    |   |   |   |    |    |    |    |    |    | 10 | 10        |
|                            | Course evaluation                        |       |                |                    |   |   |   |   |    |   |   |   |    |    |    |    |    |    | 2  | 2         |
|                            |  |       |                |                    |   |   |   |   |    |   |   |   |    |    |    |    |    |    |    | 115       |
| Hrs of exams               |  |       |                |                    |   |   |   |   |    | 2 |   |   |    |    |    |    |    | 2  | 4  |           |
| Mandatory class attendance |  | Class | Weekly hrs ~ 2 | 2                  | 2 | 2 | 2 | 2 | 2  |   |   | 2 | 2  | 2  | 2  | 2  | 2  | 2  | 26 |           |

**TOTAL WORKLOAD PER COURSE (HOURS) 145**

**TOTAL ECTS 5**

Udayana University reserves right to changes.  
 The syllabus is introductory and the latest version will be distributed in the beginning of the lectures.  
 Holiday schedules may vary depending on the public holidays.