

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI**

<u>MARKETING</u>	
Course Title	: GLOBAL MARKETING
Course Number	: BA(BS-MKT) – 642
Credit Hours	: 03

Objective

1. To understand the changing trends in global marketing due to fierce competition from all corners of the world.
2. To understand that marketing is now a world encompassing discipline.
3. To study that how do global marketing integrates the important societal dimensions of diversity, environmental concern, ethics and economic transformation.
4. To understand the emphasis global marketing has on the cultural and geographic dimensions in conjunction in with their effect on marketing management.
5. To understand how it covers the entire range of international marketing including start-up operations and new entry considerations.

Course Contents

Part I AN OVERVIEW

- 1. The Global Marketing Imperative**
 - 1.1. What Global Marketing is?
 - 1.2. Importance of World Trade.
 - 1.3. Opportunities and challenges in Global Marketing

Part II THE GLOBAL MARKETING ENVIRONMENT

- 1. The Cultural Environment**
 - 1.1. Culture Defined
 - 1.2. The Elements of Culture
 - 1.3. Sources of Cultural Knowledge
 - 1.4. Cultural Analysis
- 2. Policies and Law**
- 3. Economic and Financial Dimensions**
 - 3.1. Market Characteristics, Financial Dimensions

4. Transition in Global Marketing

Part III DEVELOPING GLOBAL READINESS

1. Building the Knowledge Base

- 1.1. Determining Secondary Information requirements.
- 1.2. Analyzing and Interpreting Secondary Data
- 1.3. International Information System

2. Globalization

- 2.1. Globalization Drivers
- 2.2. Global Strategic Planning Process

3. Market Entry

- 3.1. Motivations to Internationalize
- 3.2. Change Agents
- 3.3. Export Development Stages
- 3.4. Exporter Concern
- 3.5. Corporate Strategy and Exporting
- 3.6. Market Entry Alternatives

4. Global Expansion

- 4.1. Foreign Direct Investments
- 4.2. Major Foreign Investors
- 4.3. Management Contract

Part IV GLOBAL MARKETING STRATEGY

1. Global Product Management

- 1.1. The Market Environment
- 1.2. Product Characteristics

2. Global Services Marketing

3. Managing Global Channel Relations

- 3.1. Channel Design
- 3.2. Selection of Intermediaries
- 3.3. Channel Management

4. Global Pricing Strategies

- 4.1. Price Dynamics
- 4.2. Transfer Pricing
- 4.3. Pricing within Individual Markets
- 4.4. Pricing Coordination

5. Global Promotional Strategies

- 5.1. Planning Promotional Campaigns
- 5.2. Other Promotional Elements

6. The Future

- 6.1. Global Marketing Environment
- 6.2. Careers in Global Marketing

Note: The course study be related to Pakistan's role, advantages, and drawbacks in context with Global Marketing.

Recommended Books

1. Keegan, W. J. & Green, M. C. (2010). *Global Marketing*. Prentice Hall. (6th Edition).
2. Johansson, J. (2008). *Global Marketing*. McGraw–Hill / Irwin.
3. Czinkota, M. R. & Ronkainen, I. A. (1995). *Global Marketing*. Dryden Press.
4. Relevant Journals, Magazines and News Papers for Current Developments.