



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE		Marketing in Global Context
Paper Number (In case of Specialization)		VIII
<p>Course Learning Outcomes: On successful completion of the module students will be able to:</p> <ul style="list-style-type: none"> To identify different social, cultural, economic and geopolitical elements those are likely to influence the structure and success of global marketing efforts. To examine the impact on changes in these elements may have on marketing opportunities and threats. To think, analyze and understand business beyond National boundaries and develop a global marketing plan for growth. To interpret the special characteristics of an international knowledge-intensive environment and innovations and their role in marketing decision-making 		
Gist of this course in maximum 3 to 4 lines	<p>After the course, the student should be able to describe:</p> <ul style="list-style-type: none"> - The globalization of the business world - Models and tools for crafting global strategies <p>analyze:</p> <ul style="list-style-type: none"> - The challenges for a local business, going global - The competition and collaboration in a global context <p>outline and present:</p> <ul style="list-style-type: none"> - A case analysis regarding global marketing strategies 	
	Detailed syllabus	
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<p><u>Title of the Topic:</u> Understanding the Global Marketing Environment</p> <ul style="list-style-type: none"> 1.1. Global Marketing Today 1.2. Business Transition from Domestic to Global Market 1.3. Challenges and Opportunities facing Global Marketers 1.4. Principles of Global Marketing 1.5. Entering New Markets and Allocating Resources Across Countries 	12
2.	<p><u>Title of the topic: From Globalization to Glocalization:</u></p> <ul style="list-style-type: none"> 2.1. Overview on the concept of Globalization, Impact of Globalization on 	14

	<p>the world economy</p> <p>2.2. Companies going Global, Impact of Global brands on the consumers</p> <p>2.3. Glocalization: Companies moving towards Glocalization</p> <p>2.4. Case Studies on various companies adopting Glocalization strategy</p> <p>For going local.</p>	
3.	<p><u>Title of the topic: Impact of culture on Global Marketing</u></p> <p>3.1. Meaning of cultural differences, Importance of studying cultural differences in marketing</p> <p>3.2. Cultural differences and global marketing</p> <p>3.3. The Cultural Environments: cultural universals</p> <p>3.4. The impact of roles, norms, values, beliefs, artifacts, customs, and rituals</p> <p>3.5. The Global Marketing Mix: Designing 4 P's for Global Markets, The Digital Revolution, Marketing Communications, and Global Marketing</p> <p>3.6. Consumer behavior and Culture: The Global consumer culture</p>	14
4.	<p><u>Title of the topic: Global Marketing Strategy:</u></p> <p>4.1 Understanding the Relationships Between Business Strategy and marketing</p> <p>4.2 Understanding innovation in marketing strategy & diffusion of Innovation</p> <p>4.3 Balancing the Pressures for Standardization vs. Adaptation</p> <p>4.4 Deciding whether to go global</p> <p>4.5 Deciding which Markets to Enter, Deciding how to enter the market</p>	14
	Total Number of Lectures	54

Learning Outcomes:

The major learning goal of this course is for students to develop a global mindset related to marketing and business with an understanding of the relationship among local, international, and global perspectives. The learning objectives supporting this goal are:

- 1) Understand the key characteristics of important country markets in different regions of the world and learn how to develop marketing plans for these diverse country markets
- 2) Learn to gather, categorize, analyze, interpret, and evaluate relevant information about

markets in different countries around the world

3) Learn how to assess the social/cultural, economic/financial, political/regulatory, and technological/infrastructure environments of different countries and how to adjust a company's marketing practices based on these factors

4) Learn how to analyze customers, competitors, and product markets in different countries and how to apply this analysis to developing international and global marketing strategies

5) Learn to critically analyze and evaluate local versus global perspectives in developing marketing plans and to make decisions about which aspects of marketing to localize and which to globalize in developing marketing plans

6) Learn how to develop product/service/branding policies, pricing practices, and distribution approaches internationally and globally

Suggested Reference Books:

1. Global Marketing Management, Warren J. Keegan, published by Prentice –Hall of india Limited
2. International Marketing, By Philip R Cateora, John L Graham and Prashant Salwan, Published by TATA McGraw Hill
3. Marketing across Cultures, by Fons Trompenaars and Peter Woolliams