



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Global marketing management	

Academic staff	Core academic unit(s)
Coordinating: J. Assist. Evelina Blažinauskytė	Faculty of Economics and Business administration, Saulėtekio al. 9, Vilnius
Other:	

Study cycle	Type of the course unit
Second	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
Classroom	Spring semester	English

Requisites	
Prerequisites: Marketing, Market Research	Co-requisites (if relevant):

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

Purpose of the course unit		
The global marketing study module aims to develop students' independence, critical and analytical thinking (general competences) and the ability to apply the most important marketing and communication theories in the global business arena, to understand and systematically evaluate marketing phenomena in the context of these theories.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
The student will be able to plan his time, work independently, keeping to the set deadlines.	Searching for information, reading literature, preparing a report.	Written paperwork, report presentation, test.
The student will be able to collect, critically analyze and systematize global business and consumer behaviour data.	Searching for information, reading literature, preparing a report, lecture, application of artificial intelligence tools.	Written paperwork.
The student will be able to convey his ideas and knowledge related to the global marketing environment and will know the peculiarities of international marketing, will be able to offer the appropriate means of action and methods, considering the specific international markets' conditions, to the audience.	Presentation of the report, group discussion, brainstorming, application of artificial intelligence tools.	Presentation of the report, work during seminars (case studies).
The student will be able to present generalized conclusions.	Research project preparation, lecture, report presentation.	Test, written paperwork.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. The evolution of Global markets: historical and geographical analysis. Internationalization and Global business: firms' competitiveness in the global market and internationalization motives.	4		2				6	10	Reading the specified scientific literature: Kotabe, M., Helsen, K. (2012), Global Marketing Management, 9h ed. 3-34.; sources, uploaded in emokymai.vu.lt Preparing for the group discussion.
2. Global marketing environment. Assessment and selection of foreign markets. The barriers while entering into the new market. Influence of culture and technology on consumer behavior, cases of application of artificial intelligence in the context of global marketing, challenges of social responsibility and ethics in international marketing. Marketing research in the global market.	4		2				6	20	Reading the specified scientific literature: Kotabe, M., Helsen, K. (2022), Global Marketing Management, 9th ed. 35-195.; sources, uploaded in emokymai.vu.lt Preparing for the group discussion, searching for information on the Internet, Written paperwork.
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 specified scientific literature: Kotabe, M., Helsen, K. (2022), Global Marketing Management, 9th ed. 196-341.; sources, uploaded in emokymai.vu.lt Preparing for the group discussion, searching for information on the Internet, Written paperwork.
4. Global marketing strategy: Global product/brand strategy, pricing strategy.	4		2				6	25	Reading the specified scientific literature: Kotabe, M., Helsen, K. (2022), Global Marketing Management, 9th ed. 342-433.; sources, uploaded in emokymai.vu.lt

									Preparing for the group discussion, searching for information on the Internet, Written paperwork.
5. Global marketing strategy: Global distribution strategy, Global communication strategy. Global advertising cases.	4		2				6	18	Reading the specified scientific literature: Kotabe, M., Helsen, K. (2022), Global Marketing Management, 9th ed. 434-602.; sources, uploaded in emokymai.vu.lt Preparing for the group discussion, searching for information on the Internet, Written paperwork.
Total	20		12				32	98	

Assessment strategy	Weight %	Deadline	Assessment criteria
First report presentation (15 min): The continuing group task: Brand /Product/Service Global expansion. Groups of 4-6 students. <i>-1st presentation:</i> The competitive advantage identification and grounded motives of the expansion of the selected goods/services. The selection of the way of entering the new market for the chosen product group or services;	20%	During the semester.	<p>The following aspects of the presentation are evaluated: Structure and scope of the presentation: the structure of the presentation is clear and logical, there are all the necessary parts (introduction, where the topic, goals, tasks, problem are presented; presentation of the content of the report, where the analysis and interpretation of empirical material is presented; conclusions), the presentation is suitable duration, (0.5 points).</p> <p>Analysis and conclusions: the analysis is very detailed, the conclusions are reasonable, formulated on the basis of empirical material (1 point); if the analysis is done but not detailed, the conclusions are not always justified, 0.5 points are awarded, no points are awarded for a superficial analysis.</p> <p>Scientific style of speaking and research: appropriate vocabulary is used during the presentation, sources are properly selected and interpreted; wording and style meet the requirements of a scientific presentation (0.5 points). Evaluation without delivery of the message - 0 points.</p>
Second report presentation (15 min): The continuing group task: Brand /Product/Service Global expansion. Groups of 4-6 students. <i>-2nd presentation:</i> Chosen goods/services Global branding strategy, pricing strategy; Chosen goods/services Global distribution strategy and Global communication strategy.	20%	During the semester.	<p>The following aspects of the presentation are evaluated: Structure and scope of the presentation: the structure of the presentation is clear and logical, there are all the necessary parts (introduction, where the topic, goals, tasks, problem are presented; presentation of the content of the report, where the analysis and interpretation of empirical material is presented; conclusions), the presentation is suitable duration, (0.5 points).</p> <p>Analysis and conclusions: the analysis is very detailed, the conclusions are reasonable, formulated on the basis of empirical material (1 point); if the analysis is done but not detailed, the conclusions are not always justified, 0.5 points are awarded, no points are awarded for a superficial analysis.</p> <p>Scientific style of speaking and research: appropriate vocabulary is used during the presentation, sources are properly selected and interpreted; wording and style meet the requirements of a scientific presentation (0.5 points). Evaluation without delivery of the message - 0 points.</p>

Written paperwork (20 pages): Second group task (the continuing): Global Brand/Product/Service marketing management and implementation solutions. Groups of 4-6 students. 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.	20%	During the semester.	The following aspects of the paperwork are evaluated: The structure and scope of the work: the structure of the written work is clear and logical, there are all the necessary parts (introduction, where the topic, goals, tasks, methods, empirical material are presented; teaching, where the analysis and interpretation of the empirical material is presented; conclusions), the work is of adequate scope (0.5 points). Analysis and conclusions: the analysis is very detailed, the conclusions are reasonable, formulated on the basis of empirical material (1 points); if the analysis is done but not detailed, the conclusions are not always justified, 0.5 points are awarded, no points are awarded for a superficial analysis. Scientific style and research culture: proper handling of sources and citations; wording and style meet the requirements of a scientific work (0.5 points). Assessment without written work - 0 points.
Work during seminars	10%	During the semester.	Score 1: actively participates in discussions, answers questions, formulates problems and questions, provides critical comments. 0.5 points: participates in discussions, answers questions. 0 points: almost does not participate in the discussion, does not formulate problems and does not answer the questions asked.
Test	30%	In the end of semester.	The test consists of 20 open-ended and closed-ended questions (of varying difficulty, from understanding to evaluation), each valued at one point. Evaluated as follows: 5: Excellent knowledge and skills. Evaluation level. 20-18 correct answers. 4: Good knowledge and ability, there may be minor errors. Synthesis level. 17-15 correct answers. 3: Average knowledge and ability, there are mistakes. Level of analysis. 14-13 correct answers. 2: Knowledge and abilities are below average, there are (substantial) errors. Level of application of knowledge. 12-11 correct answers. 1: Knowledge and skills still meet the minimum requirements. Lots of mistakes. Level of knowledge and understanding. 10-9 correct answers. 0: Minimum requirements not met. 0-8 correct answers.
*Examination during the Preliminary session – the exam should be taken as well as practical tasks should be implemented (written project up to 20 pages and its' presentation to the lecturer). In order to get positive final assessment, student has to complete all above-mentioned assignments and get at least positive (5 or more) marks. *Seminars and lectures can be conducted remotely and in the mixed manner.			

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Kotabe, M., Helsen, K.	2022	Global Marketing Management	9th ed.	John Wiley & Sons, Inc. ISBN: 978-1-119-88872-7
Philip R. Cateora, R. Bruce Money, Mary C. Gilly, John L. Graham	2024	International Marketing	19 ^h edition	McGraw-Hill Education ISBN 1266148639
Recommended reading				
Other various sources (articles, chapters, cases, reports, etc.) uploaded in to emokymai.vu.lt				