



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Commerce  
Semester-4(B.COM)

**Subject:** Global Marketing – BCOMM14313

**Type of course:** Major (Core)

**Prerequisite:** Students must familiar with the basic concept of the marketing like Sales and distribution, and supply chain.

**Rationale:** Develop the skills and knowledge to succeed in this dynamic and competitive environment.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE – Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits \* 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted into 50 Marks

CCE 100 Marks will be converted into 50 Marks

It is compulsory to pass in each individual component

Global Marketing – BCOMM14313



**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<b>The Global Marketing Environment</b> <ul style="list-style-type: none"> <li>• Introduction to global marketing- definition</li> <li>• Elements of the Global Marketing</li> <li>• Advantages and Disadvantages of Global</li> <li>• International marketing</li> <li>• Factors responsible for globalization</li> <li>• future of global marketing</li> <li>• The international marketing environment</li> </ul>	15	25
2	<b>Global consumer Market</b> <ul style="list-style-type: none"> <li>• Understanding the global consumer market</li> <li>• Scope of international marketing</li> <li>• challenges of international marketing</li> <li>• Assessing international market opportunities - Marketing Research.</li> <li>• Global Marketing Research</li> </ul>	15	25
3	<b>Global Marketing management</b> <ul style="list-style-type: none"> <li>• Process of Global Marketing</li> <li>• Planning and Organization for Global Marketing</li> <li>• Global Marketing Planning</li> <li>• standardization vs. differentiation</li> <li>• Product planning and development</li> <li>• Global Strategic Marketing Planning</li> </ul>	15	25
4	<b>Product Management</b> <ul style="list-style-type: none"> <li>• Product Management</li> <li>• Employ Global Brand-Planning Process</li> <li>• New Product Development</li> <li>• Standardization Vs Differentiation</li> <li>• International Products &amp; Services</li> <li>• Pricing for International Market</li> <li>• Product Management</li> </ul>	15	25



**Continuous Assessment:**

Sr. No	Active Learning Activities	Marks
1	<b>Short Assignment :</b> Students will get two countries and compare its political environment, including government stability, regulatory environment, and potential risks for foreign businesses, prepare pdf and upload it to the GMIU portal	10
2	<b>Study of Business Culture and Customs:</b> Students will get a country research its business culture, including etiquette, communication styles, negotiation tactics, and decision-making processes. Students will make the PPT and upload it to the GMIU portal	10
3	<b>Making of Poster:</b> Students will make poster of top 5 global companies which has strongest marketing position, and brand value in the world market. Prepare its poster and upload it to the GMIU portal	10
4	<b>Case Study</b> Students have to choose a case of the company which is regarding Challenges for the international Marketing Students will make the PPT and upload it to the GMIU portal	10
5	<b>Market Analysis:</b> Student must select a company of his own choice which is dominated to the world's different kinds of region like Asia, America, Africa etc. Students will make the PPT and upload it to the GMIU portal	10
6	<b>Strategy Development:</b> Students will Develop marketing strategies for any of the FMCG product for international markets. Students will make its PDF and upload it to the GMIU portal	10
7	<b>Attendance</b>	10
Total		70

**Suggested Specification table with Marks (Theory):100**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	30%	20%	10%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from the above table.



**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Gain a comprehensive understanding of the factors that influence Global markets.
CO2	Implement marketing strategies that cater to diverse Global marketing by aligning global marketing objectives with local consumer preferences and market conditions.
CO3	Learn how to develop comprehensive global product strategies, including product standardization vs. adaptation.
CO4	Develop a comprehensive understanding of Global logistics management.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

**Reference Books:**

- [1.] Johansson, J. K. (2006). Global Marketing, 3 rd Edition, McGraw-Hill.
- [2.] Global Marketing Management by Kotabe and Helsen, Wiley Publication.
- [3.] Global Business by Czinkota, Ronkainen, Moffett and Moynihan, Dryden Publication.
- [4.] International Marketing by Onkvisit and Shaw, PHI Publications.
- [5.] International Business by Daniels, Radebaugh, Sullivan and Salwan, Pearson Publication.

