



FACULTY OF BUSINESS
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2025/2026	Semester	1
Module Code	MRKT4140-411		
Learning Module	Global Marketing Strategies		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Dr. Joyce Tam	Email	fytam@mpu.edu.mo
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MODULE DESCRIPTION

The course covers socio-political, legal, economic factors of the international marketing operations. It focuses on the importance of understanding the cross-cultural consumer behaviour, international marketing strategy formulation such as product, pricing, distribution, and promotion strategies in the global setting.

Additional Description

Furthermore, this course focuses on the key issues of global marketing management including decision making processes of international managers in determining policies in planning, organising, implementing and controlling global operations in a turbulent world business environment. Different cultures and legal systems will be addressed to establish a comprehensive understanding of global marketing management strategies from the Global Marketing perspective.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	understand the advent global marketplace;
M2.	assess knowledge in global market planning;
M3.	prepare the marketing mix for the global markets; and
M4.	appraise different sources of information on global marketing management.

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4
1. Explain the core concepts, values and skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓	✓	✓	✓



2. Apply appropriate tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.				✓
3. Proceed lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓	✓		
4. Adopt leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.				
5. Demonstrate and practice legal and ethical values - Students are able to identify professional ethics from broad business practices.				
6. Effective communication skills - Students are able to communicate and present ideas effectively.			✓	
7. Critical thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.				
8. Intercultural competence - Students are competent to associate in a diversified social and global community.	✓	✓	✓	✓

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Understanding Global Markets and Marketing	3.0 hrs
2	Assessing the Global Marketing Environment—The Global Economy and Technology	3.0 hrs
3	Evaluating Cultural and Social Environments	3.0 hrs
4	Analyzing Political and Legal Environments	3.0 hrs
5	Integrating Global, Regional, and National Markets	3.0 hrs
6	Conducting Marketing Research	3.0 hrs
7	Entering Global Markets	3.0 hrs
8	International Market Planning	3.0 hrs
9	Segmenting, Targeting, and Positioning for Global Markets	3.0 hrs
10	Developing Global Products and Brands	3.0 hrs
11	Setting Global Prices	3.0 hrs
12	Global Placement and Distribution Channel	3.0 hrs
13	Launching Global Communication and Advertising	3.0 hrs
14	Project presentation	3.0 hrs
15	Final assessment	3.0 hrs



	Total:	45 hrs
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TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4
T1. Interactive lectures	✓	✓	✓	✓
T2. In-class exercises	✓	✓	✓	✓
T3. Case studies	✓	✓	✓	✓
T4. Group discussions	✓	✓	✓	✓
T5. Project	✓	✓	✓	✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Class participation and exercises	10%	T1,2,3,4
A2. Project	40%	T5, 4
A3. Final Assessment / Examination	50%	T1,2,3,4
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

Letter Grade	Mark Ranges	Grade Point	Grade Definition
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A	93-100	4.0	Excellent
A-	88-92	3.7	
B+	83-87	3.3	Very Good
B	78-82	3.0	Good
B-	73-77	2.7	
C+	68-72	2.3	Satisfactory
C	63-67	2.0	
C-	58-62	1.7	
D+	53-57	1.3	Pass
D-	50-52	1.0	
F	0-49	0	Fail

REQUIRED READINGS

Ilan Alon, Eugene Jaffe, Christiane Prange & Donata Vianelli (2020), Global Marketing, Strategy, Practice, and Cases, 3rd Edition, Routledge.

REFERENCES

Kate Gillespie & H. David Hennessey, (2011), Global Marketing, International Edition, 3rd Edition, Cengage.
Philip R. Cateora, Mary C. Gilly, John L. Graham, (2013), International Marketing, 16th Edition, McGraw Hill.

Useful Websites

The world fact book (CIA) - www.odci.gov/cia/publications/factbook/index.html

International business topics - <http://wtfaculty.wtamu.edu/~sanwar.bus/otherlinks.htm>

Global edge resource desk - <http://globaledge.msu.edu/>

Going global - <http://www.going-global.com/>

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.