



Course Syllabus

Global Marketing

August – December 2026

VIII Term (Administración y Marketing)

Professor

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I. Course main features

Course:	Global Marketing		
Requirement:	140 créditos aprobados	Code:	10239
Credits:	4	Quarter:	2026-2
Week hours:	4	Term:	VIII
Major(s):	Administración y Marketing	Course modality:	Face to face
		Course Coordinator:	Yolanda Valle Velasco

II. Course summary

This course is both theoretical and practical. Its goal is to develop the students' understanding of international markets and to develop the skills necessary to compete in them.

It analyzes the impact of macroeconomic and cultural variables on the global market environment; techniques for international market research; and the estimation of demand which would allow the development of a Global Marketing Strategy. Based on these elements, students will learn how to select markets, develop export strategies, and other entry modes. Other topics include strategies for the introduction and development of products and services.

III. Course objectives

The objective of this course is to develop the skills necessary to understand intercultural dynamics, conduct global analysis, and identify the opportunities and challenges that arise from globalization.

IV. Learning outcomes

After completing the course, the student will be able to:

- Identify the opportunities and challenges of globalization, and their impact on international markets.
- Recognize the potential and challenges associated with market research in a global setting.
- Analyze the required information to decide on the introduction and development of products and services in global markets.
- Identify the opportunities and challenges of the Internet to elaborate and support a comprehensive international marketing plan.
- Create and apply entry-mode and development strategies to compete in foreign markets.
- Analyze policies to decide on the introduction and development of products and services in global environments.
- Comprehend the relevance of Global Supply Chain Management as an integrating function within multinational companies.
- Identify the opportunities and challenges of marketing strategies, and their impact on emerging markets.

V. Methodology

The course requires the active participation of the students. The lectures will include an analysis of readings, case studies, reading controls, an individual applied project and a team project to strengthen the learning process to develop the necessary skills to operate internationally.

The professor will act as a “teacher-facilitator” and motivate discussion and information exchange on the assigned topics. Most of the required textbooks and some complimentary readings are uploaded into “Aula Virtual”. Students will have to read the assigned topics for each class.

A mandatory textbook must be read before every session according to the class schedule. There will also be additional readings to be assigned.

Throughout the course the following activities are done: an entry test, four (4) reading quizzes, three (3) business cases, three (3) case study discussions, three (3) unit tests, an (1) individual applied project, and an (1) integrative team project, oral presentations, among others. Each evaluation is administered on the indicated dates and in accordance with the guidelines given in class.

VI. Evaluation

The evaluation system is continuous and comprehensive. The final grade is a result of the average of the continuous evaluation scheme (70%) and final exam (30%).

The continuous evaluation grade results from the weighted average of follow-up evaluations such as:

- Individual reading controls based on the readings mentioned in the syllabus.
- Case study discussions.
- Business cases.
- Unit Tests.
- Newsflash.
- Individual applied project.
- Integrative team project (international marketing plan)
- Individual participation in class.
- Attendance and punctuality at the class sessions.

The relative weight of each item within the continuous evaluation scheme is described in the following table:

CONTINUOUS EVALUATION SCHEME (PEP) 70%		
Evaluation Mode	Description	Weight (%)
Diagnostic test	Entry test	0%
Individual Reading Quizzes	4 Reading Quizzes	5%
Individual applied Project	Internationalization Project: Global Market Analysis	15%
Team Project	Written Reports (40%) 1 st Report (20%) 2 nd Report (20%) Final Report (60%)	15%
	Final Presentation (60%) Team Project Presentation – ppt (20%) Team Project Presentation – dynamic (30%) Individual Oral Presentation (50%)	

Unit Tests	2 Unit Tests (PC1 and PC3)	10%
	1 Unit Test (PC2) (contents from Week 1 to 8)	20%
Business Cases	3 group business cases	10%
Case Studies	3 group case study discussions	15%
Other Assessments	• Newsflash • Individual class participation • Attendance & Punctuality	10%

The final average grade (PF) is computed as follows:

$$PF = (0,70 \times PEP) + (0,30 \times EF)$$

Where:

PF = Final average grade

PEP = Continuous evaluation average

EF = Final Exam

VII. Course contents

WEEK	CONTENTS	ASSIGNMENTS / EVALUATIONS
LEARNING UNIT I: GLOBAL MARKETING FUNDAMENTALS AND CHALLENGES LEARNING OUTCOME: • Identify the opportunities and challenges of globalization, and their impact on international markets.		
Weeks 1, 2, 3		
1° August 17 to 22	Global Marketing Fundamentals 1.1 The Globalization Imperative 1.2 Globalization of markets: convergence and divergence 1.3 Evolution of Global Marketing 1.4 International Business, International Trade and the Multinational Companies	Course Introduction Personal presentation and description of course topics and evaluation system Team Project Explanation of International Marketing Plan Diagnostic test (August 20-26, 2026)
	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 1 pp. 1-31	
2° August 24 to 29	Economic Environment 1.5 Economic Environment: Impact on the microeconomic variables 1.6 Competitiveness of countries: Comparative & Competitive advantages 1.7 Consequences of market integration processes: 1.7.1 Regional Economic Agreements 1.7.2 Free Trade Agreements 1.8 Peru's position on FDI (Foreign Direct Investment) and International Trade	 <i>Newsflash</i> (August 29, 2026)
	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 2 pp. 32-60	

3° August 31 to September 5	Social, Cultural, Political and Legal Environment 1.9 Social & Cultural Environments: Elements of Culture 1.9.1 Comparisons between cultures 1.9.2 Cultural adaptation 1.9.3 Marketing mix related to cultural factors 1.9.4 Cultural organization 1.9.5 Consumer behavior within different cultural environments 1.10 Political & Legal Environments Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 4 pp. 93-124	Reading Quiz #1 Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 1, pp. 25-31 (September 4–5, 2026) Group Case Study Discussion # 1: "Digital Karam" Emerald Emerging Markets Case Studies, Vol. 16 No. 2 (September 5, 2026)
LEARNING UNIT II: RESEARCHING GLOBAL MARKETS LEARNING OUTCOME: Recognize the potential and challenges associated with market research in a global setting. Week 4		
4° September 7 to 12	Global Marketing Research 2.1 International market research 2.2 Evaluation of market potential within a global environment 2.3 Secondary data sources 2.4 Business intelligence tools: 2.4.1 Databases to quantify market opportunities 2.4.2 Global market research management Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 6 pp. 174-203 Czinkota/Ronkainen. Marketing Internacional Chap. 8 pp.235-265	Session: International Marketing Plan: Choosing product & country Group Business Case # 1: "Teepack Spezialmaschinen GmbH" S.Hollensen (2020). Global Marketing, 8th edition. Submission & Oral presentation (September 12, 2026) Reading Quiz # 2 Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 4 pp. 119-130 (September 11-12, 2026)
LEARNING UNIT III: SEGMENTATION, TARGETING, POSITIONING AND THE DEVELOPMENT OF A GLOBAL MARKETING STRATEGY LEARNING OUTCOME: Analyze the required information to decide on the introduction and development of products and services in global markets. Week 5, 6		
5° September 14 to 19	International Market Segmentation, Targeting, Positioning 3.1 Reasons for International Market Segmentation 3.2 International Market Segmentation Approaches 3.3 Segmentation Scenarios 3.4 Bases for International Market Segmentation	<i>Newsflash</i> (September 17, 2026) Group Case Study Discussion # 2: "Segmenting the Chinese Luxury Goods Market"

	3.5 International Positioning Strategies 3.6 Global, Foreign, and Local Consumer Culture Positioning Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 7 pp. 204-243	Mark C. Green_ Warren J. Keegan - Global marketing (2020). Tenth edition. pp. 261-262 (September 19, 2026)
6° September 21 to 26	Global Marketing Strategy 3.7 Information Technology and Global Competition 3.8 Global Strategy 3.9 Global Marketing Strategy 3.10 R&D, Operations, and Market Interfaces 3.11 Regionalization of Global Marketing Strategy 3.12 Competitive Analysis Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 8 pp. 249-284	Unit Test # 1 From 1.1 to 2.4.2 (September 24, 2026) 1st report: International Marketing Plan (September 26, 2026)
LEARNING UNIT IV: THE ROLE OF THE INTERNET IN GLOBAL MARKETING LEARNING OUTCOME: Identify the opportunities and challenges of the Internet to elaborate and support a comprehensive international marketing plan		
Week 7		
7° September 28 to October 3	Global Internet Marketing 4.1 Barriers to Global Internet Marketing 4.2 Global internet consumers Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 19 pp. 626-652 Czinkota/Ronkainen. Marketing Internacional Chap 16 pp. 547 – 569	<i>Newsflash</i> (October 1, 2026) Group Business Case # 2 handout: “Campus Sutra” <i>Emerald Emerging Markets Case Studies</i> , Vol. ahead-of-print No. ahead-of-print. Submission & Oral presentation (October 3, 2026)
8° October 5 to 10	Global Internet Marketing 4.3 Global Integrated vs Locally Responsive internet marketing strategies	Unit Test # 2 Lessons from Week 1 to 8 (October 10, 2026)
LEARNING UNIT V: MARKET CHOICE AND GLOBAL MARKET ENTRY STRATEGIES LEARNING OUTCOME: Create and apply entry-mode and develop strategies to compete in foreign markets.		
Weeks 9, 10		
9° October 12 to 17	Analysis & Market Selection 5.1 Country Selection 5.2 Systematic selection of international markets 5.3 Scale of Entry 5.4 Choosing the Mode of Entry Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 9	<i>Newsflash</i> (October 15, 2026) Reading Quiz # 3 Kotabe/Helsen. Global Marketing Management. 8 th edition. Chap. 9, pp. 300-324 (October 16-27, 2026)

10° October 19 to 24	Market Mode of Entry 5.5 Exporting (direct and indirect) 5.6 Licensing 5.7 Franchising 5.8 Expanding through Joint Ventures and Alliances 5.9 Manufacturing contracts 5.10 Wholly Owned Subsidiaries 5.11 Dynamics of Entry Strategies 5.12 Timing of Entry 5.13 Exit Strategies Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 9 pp. 281-324	<i>Newsflash</i> (October 22, 2026) Group Business Case # 3 handout: "Lush's challenges in international expansion in the Asia Pacific region". <i>The CASE Journal</i>, Vol. ahead-of-print No. ahead-of-print. Submission & Oral presentation (October 24, 2026) Individual applied project: Internationalization Project submission: Global Market Analysis (October 24, 2026)
LEARNING UNIT VI: GLOBAL PRODUCT AND SERVICE POLICIES IN A GLOBAL ENVIRONMENT LEARNING OUTCOME: Analyze policies to decide on the introduction and development of products and services in global environments. Week 11		
11° October 26 to 31	Policies in a Global Environment 6.1 Global Product & Service Strategies 6.2 Standardization vs Customization 6.3 Multinational Diffusion 6.4 Developing New Products for Global Markets 6.6 Global Branding Strategies 6.6 Management of Multinational Product Lines 6.7 Global Marketing of Services Kotabe/Helsen. Global Marketing Management. 8th edition Chap. 10 pp. 330-363 & Chap. 11 pp. 360 – 389	Group Case Study Discussion # 3: "Global Marketing requires a very local attention: A Lesson from Vodafone's loss of Japan unit". Kotabe/Helsen. Global Marketing Management. 8th edition Chap.1 p. 23 (October 31, 2026)
LEARNING UNIT VII: GLOBAL MARKETING AND THE GLOBAL SUPPLY CHAIN LEARNING OUTCOME: Comprehend the relevance of Global Supply Chain Management as an integrating function within multinational companies. Weeks 12, 13		
12° November 2 to 7	Global Supply Chain 7.1 International Logistics 7.2 Managing Physical Distribution 7.3 Managing Sourcing Strategy 7.4 Free Trade Zones 7.5 International Distribution Channel 7.6 International Retailing	<i>Newsflash</i> (November 5, 2026) 2nd report: International Marketing Plan

	Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 16 pp. 498-634	(November 7, 2026) Reading Quiz # 4 Kotabe/Helsen. Global Marketing Management. 8 th edition, Chap. 10, pp. 330-390 and Chap. 15 pp. 498-539 (November 6-7, 2026)
13° November 9 to 14	Marketing Metrics 7.7 Basic metrics 7.8 Traditional Media Metrics 7.9 Digital Media Metrics 7.10 Email Marketing 7.11 Social Media Metrics	Unit Test # 3 From 5.1 to 6.7 (November 12, 2026)
LEARNING UNIT VIII: MARKETING STRATEGIES FOR EMERGING MARKETS LEARNING OUTCOME: Identify the opportunities and challenges of marketing strategies, and their impact on emerging markets, considering the factors that influence them.		
Week 14		
14° November 16 to 21	Emerging Markets 8.1 Emerging Markets 8.2 Targeting/Positioning strategies in emerging markets – BOP (base of the Pyramid) 8.3 Entry Strategies for emerging markets 8.4 Product Policy 8.5 Pricing Strategy 8.6 The Distribution Challenge 8.7 Communication Strategies for emerging markets Kotabe/Helsen. Global Marketing Management. 8 th edition Chap. 18 pp. 697-622	<i>Newsflash</i> (November 19, 2026)
15° November 23 to 28	TEAM PROJECT: INTERNATIONAL MARKETING PLAN Final Submission & Presentations	Final report: International Marketing Plan (completed submission) (November 26, 2026) Oral presentation: maximum 25 minutes per group (November 26 & 28, 2026)
16° November 30 to December 5	FINAL EXAM THE STUDENT WILL TAKE THE FINAL EXAM AT UNIVERSITY CAMPUS (December 3, 2026)	

VIII. Bibliography

Required Reading:

- Czinkota, M. & Ronkainen, I. (2019). Marketing Internacional (11th. ed.) México: Cengage Learning
- Kotabe, M., & Helsen, K. (2020). Global Marketing Management (8th ed.) NJ: Wiley

Further Reading:

- Hollensen, S. (2020). Global Marketing (8th ed.) London: Pearson
- Keegan, W. & Green, M. (2020). Global Marketing (10th ed.) UK: Pearson
- Luthans, F.; & Doh, J. (2016). International Management. Culture, Strategy, and Behavior. (9th ed.) United States: McGrawHill
- Milichovsky, F., & Simberova, I. (2016). Marketing Effectiveness: Metrics for Effective Strategic Marketing. Engineering Economics, 26(2), 211-219.
- United Nations. (2010). Rethinking Poverty: Report on the world social situation 2010. New York: United Nations Publications. <http://www.un.org/esa/socdev/rwss/docs/2010/fullreport.pdf>

Complementary readings, cases to be discussed in class:

To be published in "UE Virtual".

IX. Professor

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