



Course program and reading list

Semester 2 Year 2024

School: Arison School of Business B.A

Global Marketing

Lecturer:

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Teaching Assistant:

Dr. Ron Berger berger.ron@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
2415	Lecture	3	3

Course Requirements :	Group Code :	Language:
Final Exam	242241501	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Global Marketing (2415):

399 - Global Marketing

 Course Description

This course will cover global marketing theory, practice and cases. More specifically, topics will include global marketing environments, global marketing functions and strategies, the four Ps (product, price, placement and promotion) of global marketing, and new trends in global marketing. The course will discuss how specific international functions are carried out and how they impact the global marketing strategy of the firm,

including: environmental analysis (Global PEST), international market selection, international market entry, global segmentation, targeting and positioning. Finally, we will discuss how the 4Ps of marketing are applied in the global arena. At the end of the course, the student will better understand the global environment (i.e. economic, political, and cultural) and understand decision-making processes when going overseas.



Course Goals

Understand the global marketing environment



Grading

100% final exam (if an exam will not be possible, it will be exchanged for a end of course project)



Learning Outcomes

1. Differentiate between domestic and international marketing
 2. Review and apply relevant theories in marketing and international marketing
 3. Present a marketing plan for an international company in a new market
 4. Apply principles of international marketing to relevant cases
 5. Develop innovative solutions to global marketing problems
 6. Consider ethical implications of marketing decision, including how marketing can contribute to the development of responsible consumption and production and ensure sustainable consumption
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Lecturer Office Hours

By appointment



Tutor Office Hours

Non



Teaching Assistant

Non

 Additional Notes

Non

 Reading List

Ilan Alon, Eugene Jaffe, Christiane Prange and Donata Vianelli, **Global Marketing: Contemporary Theory, Practice and Cases** (Routledge, 2020 – Third edition) – Limited number of copies available in the bookstore (make sure you buy one at the beginning of the semester)

Students can find a link to the book on the website below.

<https://www.routledge.com/Global-Marketing-Strategy-Practice-and-Cases/Alon-Jaffe-Prange-Vianelli/p/book/9780367196097>