



UNIVERSITAS INDONESIA  
FACULTY OF ECONOMICS AND BUSINESS  
DEPARTMENT OF MANAGEMENT  
MASTER OF MANAGEMENT PROGRAM

**SYLLABUS**  
**GLOBAL MARKETING**  
**ECMM806613**  
**ODD SEMESTER (2025/2026)**

**Lecturers**

No.	Name	Email
1	Gita Gayatri, S.E., M.M., Ph.D.	gita.gayatri@ui.ac.id
2	Triza Mudita, S.E., M.S.M., Ph.D.	triza.m@ui.ac.id

Subject Code	ECMM806613
Subject Title	Global Marketing
Credit Value	3 Credits
Year/Semester	2025-2026/I
Day/Hour	Wednesday/2,5 hours
Subject Type	-
Pre-requisite/ Co-requisite/ Exclusion	None
Role and Purposes	<p>Upon successful completion of this course, students will demonstrate a comprehensive understanding of:</p> <ol style="list-style-type: none"> <li>1. The key macro-environmental factors that influence and shape the dynamics of global markets;</li> <li>2. Strategic marketing approaches appropriate to diverse global market conditions;</li> <li>3. The critical role of local context and cultural considerations in global marketing practices;</li> <li>4. The significance of data-driven insights and market research in informing and guiding international marketing strategies;</li> <li>5. The formulation and implementation of effective marketing strategies for both market entry and long-term sustainability across varied global environments;</li> <li>6. Ethical considerations and issues of social responsibility inherent in the practice of global marketing.</li> </ol>
Subject Learning Outcomes	<p>Program Objectives:</p> <ol style="list-style-type: none"> <li>1. MM-FEBUI graduates should demonstrate integrity, ethical behavior, and respect for diversity.</li> <li>2. MM-FEBUI graduates should demonstrate concern towards society.</li> <li>3. MM-FEBUI graduates should demonstrate effective leadership qualities.</li> </ol>

	<ol style="list-style-type: none"><li>4. MM-FEBUI graduates should have effective communication skills within a global setting.</li><li>5. MM-FEBUI graduates should be able to conduct applied business research.</li><li>6. MM-FEBUI graduates should exhibit entrepreneurial spirit.</li><li>7. MM-FEBUI should demonstrate creativity and innovative thinking.</li><li>8. MM-FEBUI graduates should be able to formulate business models using contemporary approaches.</li></ol>
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Subject Synopsis/ Indicative Syllabus	Week#	Topics	Materials	Method
	1	Introduction to Global Marketing	GK chapter 1	Active Lecturing
	2.	Global Economic and Trade Environment	GK Chapter 2 & 3	Group Presentation
	3.	Social and Cultural Environments The Political, Legal, and Regulatory Environments	GK chapter 4 & 5	Group Presentation
	4.	Strategic Elements of Competitive Advantage  Leadership, Organization, and Corporate Social Responsibility	GK chapter 16 & 17	Group Presentation
	5.	Global Information Systems and Market Research  Segmentation, Targeting, and Positioning	GK chapter 6 & 7	Group Presentation
	6.	Importing, Exporting, and Sourcing  Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances	GK chapter 8 & 9	Group Presentation
	7.	Guest Lecture (Indonesian brand marketing strategies in the global market)		Guest Lecture
	<b>Mid-Term Examination</b>			
	8.	Brand and Product Decisions in Global Marketing	GK chapter 10	Group Presentation

	9	Pricing Decisions	GK chapter 11	Group Presentation
	10	Global Marketing Channels and Physical Distribution	GK chapter 12	Group Presentation
	11	Global Marketing Communication Decisions (I & II)	GK chapter 13 & 14	Group Presentation
	12	Global Marketing and the Digital Revolution	GK chapter 15	Group Presentation
	13	<b>Final Group Paper and Presentation</b>		
	14			
Teaching/Learning Methodology	<p>The course will be developed through class discussions on the session topics, and students are required to read the references before attending class. These discussions will be followed by case study analyses and group discussions/presentations. If available, the course will also invite global marketing practitioners to share their insights and participate in class discussions. In some sessions, students will be asked to collect data and information related to the discussion topics.</p> <p>By the end of the course, students must develop a strategic and comprehensive market entry strategy for an Indonesian brand entering a foreign market. This group project will be presented at the end of the course for review by both students and the lecturer.</p> <p>Students' grades will be significantly influenced by their participation in class discussions. Grading will be based on:</p> <ol style="list-style-type: none"><li>1. Student participation in questioning, answering, or presenting arguments creatively and persuasively.</li><li>2. The quality of questions and answers.</li><li>3. A positive tone and manner during discussions.</li></ol>			

	<p>Attendance:</p> <p>Minimum <b>80%</b> of Total Lecture:</p> <ol style="list-style-type: none"> <li>Only a maximum of <b>3 (three) times absent for any reason are allowed.</b></li> <li>Students who come 15 minutes after the class begins are considered as not present.</li> </ol>
Assignment and Final Project Details	<p><b>1. WEEKLY PRESENTATIONS (20%)</b></p> <p>Students will be assigned to groups of two in Week 2 and allocated a topic and presentation date. Presentations will take place from Week 5 to Week 12. Each topic relates to international marketing concepts covered in lectures. Groups are expected to research their topic in depth using textbooks, academic journals, practitioner journals, business magazines, and online resources.</p> <p><b>Format</b></p> <ul style="list-style-type: none"> <li>PowerPoint presentation (max. 15 slides) + bibliography.</li> <li>Each slide may contain up to 3 clear points.</li> <li>Presentation: 15 minutes + 5 minutes Q&amp;A (20 minutes total).</li> </ul> <p><b>Instructions</b></p> <ul style="list-style-type: none"> <li>Begin working with your group as soon as topics are allocated.</li> <li>All members must contribute equally and document their contributions.</li> <li>All members must participate in the presentation and discussion.</li> <li>At least 2 relevant journal articles must be used and referenced.</li> <li>Submit a copy of your slides (hard and soft copy) with a cover sheet and reference list at the start of your presentation session.</li> <li>Keep a personal copy of the assessment until final results are released.</li> </ul> <p><b>Key Dates &amp; Requirements</b></p> <ul style="list-style-type: none"> <li>Topics and groups allocated in Week 2. Failure to attend may result in completing the task individually.</li> <li>Presentations scheduled during lectures (Weeks 5–12).</li> <li>Technology: Ensure PowerPoint and projector compatibility before your session.</li> </ul> <p><b>Note</b></p> <ul style="list-style-type: none"> <li>If group issues arise, notify the lecturer immediately for corrective action.</li> </ul> <p><b>2. Final Project: Market Entry Strategy (30%)</b></p> <p>Organizations expanding into foreign markets face both opportunities and risks. For this task, you will develop a market entry strategy for a selected brand using international marketing theories. Choose one of the following options:</p> <ol style="list-style-type: none"> <li>An Indonesian brand entering a foreign market (RDE or BRIC countries).</li> <li>A foreign brand (from RDE or BRIC countries) entering the Indonesian market.</li> </ol> <p><b>Group Work</b></p> <ul style="list-style-type: none"> <li>Groups of 2 (allocated in Week 3). Missing this class may result in an individual project.</li> <li>Submit chosen brand by Week 4.</li> <li>Provide progress updates in Week 9.</li> </ul> <p><b>Format &amp; Requirements</b></p> <ul style="list-style-type: none"> <li>Essay, max. 3,500 words, professional language.</li> <li>Suggested structure (flexible):</li> </ul>

	<ul style="list-style-type: none"><li>○ <b>Introduction:</b> brand background, sales/growth, competition, current marketing strategy.</li><li>○ <b>Reason for Expansion:</b> opportunities in target market.</li><li>○ <b>Market Analysis:</b> consumer preferences, competition, regulations/policies.</li><li>○ <b>Entry Strategy:</b> objectives, entry mode (export, licensing, JV, etc.), marketing mix (4Ps).</li><li>○ <b>Conclusion.</b></li><li>○ <b>References:</b> Harvard style, only cited sources, at least 2 academic journal articles.</li></ul> <p><b>Submission</b></p> <ul style="list-style-type: none"><li>• <b>Hard copy:</b> Submit to lecturer by Week 14. Keep a personal copy.</li><li>• <b>Soft copy:</b> Email to lecturer by Week 14. If &gt;1MB, convert to PDF. Contact lecturer if issues arise.</li></ul> <p><b>Allocation of Marks:</b></p> <table><tr><th>Assessable components:</th><th>% of Available marks</th></tr><tr><td>Comprehension and organization of your analysis</td><td>25%</td></tr><tr><td>Link to the theoretical concepts and your ability to make a critical assessment toward each market (existing and targeted market)</td><td>35%</td></tr><tr><td>Market entry strategy</td><td>30%</td></tr><tr><td>Quality of writing/layout/formatting/spelling/grammar/references</td><td>10%</td></tr><tr><td><b>TOTAL</b></td><td><b>100%</b></td></tr></table>	Assessable components:	% of Available marks	Comprehension and organization of your analysis	25%	Link to the theoretical concepts and your ability to make a critical assessment toward each market (existing and targeted market)	35%	Market entry strategy	30%	Quality of writing/layout/formatting/spelling/grammar/references	10%	<b>TOTAL</b>	<b>100%</b>																	
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Details of learning methods	<p>The specific learning methods used in this subject are:</p> <ol style="list-style-type: none"> <li>1. Active Lecturing</li> <li>2. Class Discussion</li> <li>3. Presentation.</li> <li>4. Mid-Exam.</li> <li>5. Final Project (Paper and Presentation)</li> </ol>										
Student Study Effort Expected	<table border="1"> <tr> <td><b>Class Contacts:</b></td><td></td></tr> <tr> <td>Lecturing (14 sessions @ 2.5 hours)</td><td>35 Hours</td></tr> <tr> <td>Presentation and Discussion (14 sessions @ 1 hour, 1 session @2.5 hour)</td><td>14 Hours</td></tr> <tr> <td><b>Other student study effort:</b></td><td></td></tr> <tr> <td>Preparation for project/assignment/tests</td><td>20 Hours</td></tr> </table>	<b>Class Contacts:</b>		Lecturing (14 sessions @ 2.5 hours)	35 Hours	Presentation and Discussion (14 sessions @ 1 hour, 1 session @2.5 hour)	14 Hours	<b>Other student study effort:</b>		Preparation for project/assignment/tests	20 Hours
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Reading List and References	<p><b>MAIN REFERENCE:</b> Green, M.C &amp; Keegan, W.J. (2020). Global Marketing. 10th Ed. England: Pearson Education. (GK)</p> <p><b>OTHER REFERENCES:</b> Hollensen, S. (2017). Global Marketing, 7th Ed, United Kingdom: Pearson Education. (HS).</p> <p>Douglas, S.P., and Craig, C.S. (1995). Global Marketing Strategy, McGraw-Hill. (GMS)</p> <p>Case -to be announced</p>										
Plagiarism	<p><b>Plagiarism and The Use of AI</b></p> <p>Plagiarism is inserting other people's words/sentences/ideas in part or in whole without mentioning the source. If students include words/sentences from other authors, the source must be mentioned. Plagiarism also includes copying (copying) part or all of the work of other students or copying (copying) from books, journals, web, magazines, newspapers and others. Plagiarism also includes auto-plagiarism, namely entering own words/sentences/ideas that come from assignments/papers that have been submitted for assessment without mentioning the source.</p> <p>The use of AI is using Artificial Intelligence (AI) as means to create ideas, incorporating it to assignments, summarizing or conceptualizing source materials, or any kind that benefits from the use of AI is <b>strongly discouraged</b>.</p> <p>In accordance with the rules of conduct and the student code of ethics as stated in the FEB-UI Handbook, students are prohibited from committing plagiarism and will be subject to sanctions if they commit plagiarism. Sanctions for plagiarism:</p> <ul style="list-style-type: none"> <li>• Once, at least papers are given a zero grade, maximum E</li> <li>• Twice, related subjects were given an E grade</li> <li>• Three times, expelled from the FEB-UI Management Department</li> </ul>										

Statement of Authorship	<p>It is mandatory that a <i>Statement of Authorship</i> must be included and posted on the front page of the assigned paper.</p> <p style="text-align: center;"><b>Statement of Authorship</b></p> <p>I/We, the undersigned, hereby declare that the paper/assignment I/we have prepared and submitted is entirely my/our own work. It does not include the work of others, including the output from Generative Artificial Intelligence tools (such as Chat GPT, Gemini, and Microsoft Bing Chat), unless used in accordance with the applicable rules.</p> <p>I/We fully understand that this assignment can be reproduced and/or communicated for the purpose of detecting plagiarism.</p> <p>Name : _____</p> <p>Student's ID Number : _____</p> <p>Signature : _____</p> <p>Course : _____</p> <p>Paper/Assignment Title : _____</p> <p>Date : _____</p> <p>Lecturer : _____</p> <p>(signed by all and every single student if its a group assignment)</p>
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