

MINISTRY OF EDUCATION AND TRAINING
LAC HONG UNIVERSITY

COURSE OUTLINE

<199026 – GLOBAL MARKETING IN THE DIGITAL AGE>

1. General information

Course Name (Vietnamese):	Global Marketing in the Digital Age
Course Name (English):	Global Marketing in Digital Age
Course code:	199026
Knowledge block:	Majors
Faculty/Department:	International Business
Lecturers in charge:	M.a. Nguyen Thi Bich Thuy
Lecturers participating in teaching:	Dr. Nguyen Van Dung M.A. Tran Thi Kim Chi
Number of Credits:	3
Theory:	2
Practice:	0
Exercises:	1
Course Status:	Compulsory/Required
Prerequisites:	None
Previous Courses:	Marketing Basics

2. Course description

This course has two parts:

- **Part 1:** Focus on macro factors such as market orientation, segmentation, targeting, positioning, and analysis of customer-competitor strategies. Students will learn how to use analytical tools to build a competitive advantage in domestic and global environments
- **Part 2:** Exploiting the 4 P's (product, price, distribution, promotion) to implement an effective marketing strategy in an international context. Real-life scenarios are used to train quantitative and qualitative analytical thinking, helping to make marketing decisions based on data and the global business context.

3. Course learning outcomes

Table 1: Course learning outcomes (CLOs)

Course learning outcomes (CLOs)	Contents Course learning outcomes	Bloom domain/Bloom level	Program learning outcomes PLOs/SOs/PI (*)
CLO1	Analyze global marketing content using quantitative methods through real business situations.	Knowledge (4)	PLO2 (PI2.2)
CLO2	Perform marketing operations to support the decision-making process in global marketing activities.	Skills (3)	PLO4 (PI4.2)
CLO3	Value on collaboration in teamwork.	Attitude (3)	PLO7 (PI7.1)

4. Course content, Lesson plan

Table 2: Course content, teaching plan

Week	Lessons / Chapters	Title /Chapter	Lesson Output Standard (LLO)		Operation Teaching and learning	Teaching Methods	Evaluation Methodology	References (*)
1,2	Chapter 1	Market Orientation 1. Concept and role of market orientation 2. Customer-oriented and market-oriented 3. Impact of market orientation on product orientation 4. Proactive and responsive market orientation and success of new products 5. Value proposition of customers in the business market	LLO1.1	Execute market-oriented activities precisely in a business environment.	Teachers introduce the overview of the Course, regulations and learning pathways. Students get acquainted with new knowledge by listening, observing and asking questions. Teachers lecture and guide reading materials, organize group activities Home exercise: Read the article Godiva Japan: Geo-oriented thinking Expansion , global scale and answer The following questions: Is Godiva Japan is a company that intends to market-oriented? Provide evidence from the lawsuit in support or oppose Godiva Japan is a company Market Orientation	+ Lecturing + Case studies	+ Case studies	[2]
3	Chapter 2	Segmentation, Targeting, and Positioning	LLO2.1	Analyze market segmentation criteria and	Teachers lecture and guide reading materials, organize group activities	+ Lecturing + Didactic Questioning	+ Short-answer test	[1], [2]

		The Essence of Marketing Strategy		select the right target market in a global environment	BTVN: Explaining the connection between segmentation, target market selection, and brand positioning in the context of digitalization			
4,5		The Impact of Culture on Brand Perception: A Study of Six Countries OnePlus: Overcoming the abyss in the smartphone market			Teachers lecture and guide reading materials, organize group activities BTVN: Read the article OnePlus: Overcoming the chasm of separation in the smartphone market and answer the following questions: 1. An analysis of customer segments and customer personas is provided in Chart 8. What customer personas will you focus on to expand OnePlus' customer base? 2. With the choice of target character, what positioning approach would you recommend? Make sure to link the selected character to the positioning strategy?			
6	Chapter 3	Global distribution and channel management	LLO3.1	Optimize global distribution for a specific product or	Teachers lecture and guide reading materials, organize group activities BTVN: apply knowledge of global distribution to develop a distribution strategy for a product	+ Lecturing +Group exercises	Presentations	[1]

		Global Distribution System Overview Structure and function of distribution channels Distribution channel design		service, including selecting the right channels and partners.	or service, including selecting distribution channels and distribution partners that are suitable for the characteristics of the target market			
8		Manage conflicts and coordinate in the channel Distribution Trap Practical case and channel efficiency evaluation	LLO3.2	Execute the construction of global brand strategies and product positioning precisely for a given business case.	Teachers lecture and guide reading materials, organize group activities BTVN: Read the Bolster Electronics case: Handle the dealer's request and answer the following questions: 1.As Rob Jackson, what decision would you make in response to Brian Vickers' answer? Why? 2. What benefits does Vickers benefit from applying distributor price compared to agent price	+ Lecturing + Didactic Questioning	+ Short-answer test	[1], [2]
9,10	Chapter 4	Global Pricing Management Pricing Principles A quick guide to value-based pricing	LLO4.1	Comparison of pricing methods in a global environment and popular pricing strategies	Teachers lecture and guide reading materials, organize group activities BTVN: Find real-life examples describing students who have just learned in class	+ Lecturing + Exercises	+ Testing	[1]
11		Exercises Case: Commercialized	LLO4.2	Value a collaborative attitude in	Teachers illustrate the situation, students answer questions	+ Group discussion	Presentations	

		Kunst 1600 Dry Piston Vacuum Pump		teamwork through group exercises	BTVN: Case: Atlantic Computers: A Bundle of Pricing Option 1. How many different prices are there and what are they? 2. Calculate the price of each pricing option (detail how you come up with each option)			
12	Chapter 5	Global Product and Brand Management Case studies • A Note on the Innovation of Diffusion: Rogers' Five Elements • Why Consumers Don't Buy: The Psychology of New Product Acceptance • Beat feature fatigue • Options Overload: How to	LLO5.1	Execute brand strategy and global product positioning for a specific case	Teachers illustrate the situation, students answer questions BTVN: Mid-term examination Choose a local brand that is expanding internationally For example: Uniqlo, VinFast, Xiaomi, Oatly, Highlands Coffee... Apply the knowledge learned to analyze, build and recommend the right product and brand strategy for a global market context	+Group exercises	+ Reports	[1], [2]

		Solve the Complexity of Selection • Over-selection: Why diversity can backfire • Why don't you buy Venezuelan Chocolate?						
13	Chapter 6	Global Marketing Communications Manager Case studies • How ads work • What marketers misunderstand about online reviews	LLO6.1	Finalize the design of an integrated marketing communication campaign for a product/service in the global market.	Teachers illustrate the situation, students answer questions	+ Exercises	+ Reports	[1], [2]
14,15		Thematic Reports	LLO6.2	Appreciate effective coordination with team members to solve issues	Teachers illustrate and guide students to make thematic reports; Students present in PP, canva to report			

				related to the report topic				
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5. MAPPING OF COURSE AND LESSON LEARNING OUTCOMES

Table 3: MAPPING OF COURSE AND LESSON LEARNING OUTCOMES

Lesson learning outcomes	Course Learning Outcomes			Evaluation Components
	CLO1	CLO2	CLO3	
LLO1.1		X		A1
LLO2.1	X			A1
LLO3.1		X		A2
LLO3.2	X			A1
LLO4.1	X			A2
LLO4.2			X	A2
LLO5.1		X		A3
LLO6.1		X		A3
LLO6.2			X	A3

6. Course assessment

Table 4: Course Assessment

Evaluation Components	Assessment Form	CLOs	Rate (%)
A1. Process	- Short-answer test - Case studies	CLO1, CLO2	30%
A2. Mid-term	- Testing - Presentations	CLO1, CLO2, CLO3	30%
A3. End of term	- Reports	CLO2, CLO3	40%

7. Course requirements and expectations

- Class attendance: according to the school's regulations
- Students read and research the course materials provided by the lecturer before each session on the online learning system (LMS - learn.lhu.edu.vn).
- Doing homework on the LMS, answering short questions and quick assignments in class: will be added to the student's process score.

8. LEARNING & REFERENCES RESOURCES

Main Textbook

1. Le Thi Thu Huong (2022). *International marketing in the digital age*. Vietnam National University Publishing House, Ho Chi Minh City.

References

1. Nguyen Quoc Thinh (2020). *Brand management*. Lao Dong Publishing House
2. Kotabe, M., & Helsen, K. (2021). *Global Marketing Management* (9th Edition). Anonymous

9. SOFTWARE OR TOOLS TO SUPPORT PRACTICE

- Internet
- Google Chrome
- Quizizz, Kahoot

General Conventions:

Symbols	Description
PLO/SO	Output standards of the program
Anonymous	Evaluation Index (Intermediate Output Standard)
CLO	Course Learning Outcomes
LLO	Lesson Learning Outcomes
GV	Teacher
SV	Students

Dean/Dean

Dong Nai, ... month... Year 2025

Teacher

(sign and specify full name)

Trần Thị Kim chi