



BUSINESS AND MARKETING IN A GLOBAL WORLD

Course code	<i>MNG291</i>
Level of studies	<i>Undergraduate</i>
Number of credits	<i>6; 48 hours of in-class work, 112 hours of self-study</i>
Course coordinator	<i>Prof. dr. Dominyka Venciūtė, Laurynas Puidokas</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

In this course, students will immerse themselves in the world of business and marketing through engaging conference sessions and insightful company visits. They'll not only learn about leading marketing functions in global companies and crafting effective global marketing strategies but also gain hands-on experience by delving into real-world case studies. Through these experiences, students will acquire invaluable insights into the dynamic landscape of global marketing, learning directly from industry experts and witnessing firsthand the strategies behind successful global campaigns.

LEARNING OUTCOMES

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Understand the concept of global business and marketing and learn the skills and competencies required for working in global marketing-oriented companies.	Interactive activities, group discussions	Participation, written report
CLO2. Develop capabilities to critically evaluate the global business and marketing strategy.	Readings, participation in activities and group tasks	Participation, written report
CLO3. Understand the operational and strategic aspects of running a global marketing campaign.	Readings, participation in class and group tasks	Participation, written report
CLO4. Develop personal and professional competencies through active practical engagement with global companies.	Participation in interactive activities, group discussions	Participation, written report

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism, are fully applicable and strictly enforced in the course. Academic dishonesty and cheating can and will lead to a report to the ISM Committee of Ethics. Regarding remote learning, ISM reminds students that they are expected to adhere to and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

For the course outline and schedule, a separate document will be provided.

FINAL GRADE COMPOSITION



Type of assignment	Self-study hours	% of the total grade	Due date
Individual (100%)			
Assessment 1. Participation (individual)	45	50	Throughout the course (November 11-15, 2024)
Assessment 2. Written report	55	50	November 29, 2024 17:00
Total:	142	100	

DESCRIPTION AND GRADING CRITERIA

- **Assessment 1. Participation**

Throughout the course, you will be assessed on your contribution to the course's activities. Using multisource evaluation, your lecturer will make an appraisal of your contribution based on a number of sources. These mainly include participating in the scheduled events and actively asking questions or contributing to a discussion during sessions/activities.

- **Assessment 2. Written report**

The students will be able to choose one of the topics for the written report.

- The analysis of the company visited in the WebSummit conference or the reflection of a keynote heard during the WebSummit conference. Both of these will have to be done with a focus on marketing.
- A theoretical report on the topic heard during the conference (for example, creator economy, innovations for the public, etc.)
- An overview of the trends that were discussed/heard during the visit to Lisbon.

More detailed guidelines to be provided.

All the options of the written report will have to have between 1500 and 2000 words and follow APA standards.

ADDITIONAL REMARKS

Attendance is required to all the activities during the abroad visit. Retakes are as per ISM policy.

REQUIRED READINGS

Provided on the E-learning system.