

# WM9E4-15 Global Marketing Strategy

**22/23**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Susan Wakenshaw

**Credit value**

15

**Module duration**

2 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Marketing is both an academic and applied discipline and hence this module seeks to provide students with an appreciation of the theoretical, methodological and practical issues associated with international marketing. Through a combination of online and offline activities it will advance students' knowledge on key issues around globalization and changes to marketing approaches as a result of internationalisation.

The module seeks to equip student with the knowledge and ability to apply methodologies for assessing threats and opportunities in the international and global market environment; to research the international and global macro and micro environments and to understand the cross cultural issues relating to customer needs; and importance of localisation and standardisation/adaptation of brand and product/services through the international and global marketing mix; Students will have the opportunity to develop international and global marketing strategies and develop international/global marketing plans.

Topics will include: the fundamentals of International/Global Marketing principles and practices; the relationship between international and global market analysis, the scope and limitations of market research in an international context, the customer's decision-making processes as well as the basis of such decision-making. Students will develop an appreciation for the importance of culture on international buyer behaviour; international and global marketing strategy; international and global marketing management; and international marketing operations.

Students will have an opportunity to experience the effects of taking real-life Marketing Decisions

as part of the Marketplace Simulation.

[Module web page](#)

## Module aims

The module seeks to provide students with an appreciation of the theoretical, methodological and practical issues associated with marketing, international and global marketing and advance students knowledge on key issues of globalization and changes to marketing approaches due to internationalisation.

Students will gain insights into the international and global marketing environments, as well as a variety of international and global marketing strategies. Students will learn how to research the global macro and micro environment and recognise issues relating to consumer needs. Including the importance of localisation and standardisation/adaptation of the marketing mix, brand and product/services portfolio.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Introduction to strategic marketing;  
Introduction to international and global marketing concepts;  
Marketing environment and international marketing environment;  
Market entry in international markets;  
International market segmentation;  
cross-cultural Consumer behaviour in global markets;  
Management of the Product and Brand Portfolio;  
The impact of data, digital tools & techniques and digital businesses on the role of Marketing in global contexts ;  
Strategic Marketing Decision-making and Planning; International market entry and development;  
International marketing planning process: plans and strategy; Global Strategy Formulation ;  
Designing and managing the tactical marketing mix; Export marketing mix ;Global marketing mix;  
Marketing research and International marketing research;  
The marketing of services and international services;  
Managing the International Marketing Effort.

## Learning outcomes

By the end of the module, students should be able to:

- Critically evaluate a range of international market screening tools and apply them in an international/global context
- Examine cross cultural consumer/customer behaviour and critically evaluate relevant tools and techniques to develop international/global segmentation, targeting and positioning strategies
- Critically analyse the impact of external and internal factors on the global/international

marketing mix and produce an global/international strategic marketing plan

## **Indicative reading list**

- Baker, M.J. and Saren, M. eds., 2016. Marketing theory: a student text. Sage.
- Brassington, F. and Pettitt, S., 2013. Essentials of marketing. 3rd Edition Pearson education.
- Chernev, A., 2018. Strategic brand management. Cerebellum Press.
- Doole, I., Lowe, R. and Kenyon, A. 2016. International marketing strategy: analysis, development and implementation. Cengage Learning.
- Dunbar, I. and McDonald, M.H., 2012. Market Segmentation: How to do it, how to profit from it. John Wiley & Sons
- Farris, P., Bendle, N., Pfeifer, P. and Reibstein, D., 2015. Marketing metrics: The manager's guide to measuring marketing performance. FT Press.
- Fill, C. and Turnbull, S.L., 2016. Marketing communications: brands, experiences and participation. Pearson.
- Hooley, G.J., Piercy, N.F., Nicoulaud, B. and Rudd, J.M., 2017. Marketing strategy and competitive positioning Sixth Edition. Harlow, Pearson
- Kotler, P. and Armstrong, G., 2016. Principles of marketing 16th Global Edition. Pearson education.
- McDonald, M. and Wilson, H., 2016. Marketing Plans: How to prepare them, how to profit from them. John Wiley & Sons.
- Rajagopal (2019) Contemporary Marketing Strategy: Analyzing Consumer Behavior to Drive Managerial Decision Making Palgrave Macmillan
- Vargo, S. and Lusch, R. (2018) The SAGE Handbook of Service-Dominant Logic SAGE Publications Ltd
- West, D.C., Ford, J. and Ibrahim, E., 2015. Strategic marketing: creating competitive advantage. Oxford University Press, USA.
- Wilson, A.M., 2018. Marketing research: Delivering Customer Insight. Red Globe Press.
- Lee, K. (2012). Global Marketing Management.
- Hollenson, S. (2017). Global Marketing.
- Deresky, H. (2014). International Management: Managing across borders and cultures.
- Stone et al. (2005). Consumer Insight: How to use data and market research to get closer to your customer.
- Bamossy, S. Hogg, A. (2010). Consumer Behaviour: A European Perspective.
- Keegan, W & Green, M. (2017). Global Marketing.
- Journal articles will be recommended in due course.

## **Interdisciplinary**

Marketing is an inherently interdisciplinary science, given at its core it combines elements of Economics, Psychology, Sociology, Management and Finance. Furthermore, due to the increased use of Internet-based technologies and the global impact of Industry 4.0, this module includes such diverse topics as Service Ecosystems and Digital Marketing alongside the more traditional marketing theories, tools and techniques.

## International

As the title suggests, the entire focus of the module is on Global Marketing Strategy. As such, it offers students a number of tools and techniques which will help them to improve their global awareness and intercultural skills.

### Subject specific skills

Demonstrate a depth of critical and analytical thinking, syntheses with respect to international and global marketing concepts and practice.

Analyse theoretical perspectives about the issues relating to standardization, adaptation, localisation and internationalization in the context of international and global marketing.

Apply the skills of effective problem solving and decision making using appropriate analytical concepts, models and frameworks to be able to identify, evaluate and solve international and global marketing problems within the context of international and global Competitive Environment.

### Transferable skills

Articulate complex ideas at an advanced level in written format.

Research and apply academic theories, models and frameworks that relate to the international and global marketing environment and strategy.

Present a formal written report consisting of elements of an international marketing plan set against the context of an up-to-date international case study with scope for critical thinking, evaluation and development.

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## Study

### Study time

Type	Required
Lectures	(0%)
Seminars	30 sessions of 1 hour (20%)
Online learning (independent)	23 sessions of 1 hour (15%)
Other activity	32 hours (21%)
Assessment	65 hours (43%)
Total	150 hours

### Private study description

No private study requirements defined for this module.

## Other activity description

Online Marketplace Simulation: Students will be working in teams with set deadlines throughout the two weeks but not specific scheduled sessions.

## Costs

Category	Description	Funded by	Cost to student
IT and software	Individual licence for Marketplace Strategic Marketing Simulation	Department	£0.00

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A

Assessment component	Weighting	Study time	Eligible for self-certification
Global Marketing Strategy PMA	70%	60 hours	Yes (extension)
PMA will contain two questions one for each of the two Learning Outcomes. Question 1 Will requires students to critically analyse and apply appropriate tools to identify a country for launching a product/service that is not currently available there. (25 marks) Question 2 will require students to apply the Segmentation, Targeting and Positioning process to identify a target segment within the country identified in Question 1 and propose a positioning strategy (45 marks)			

Reassessment component is the same

Assessment component

Global Marketing Strategy IMA Group Marketing Plan	30%	5 hours	No
Marketplace Simulation Four-Quarter Marketing Plan			

**Weighting****Study time****Eligible for self-certification**

Presentation: 15 Minutes and Q&A: 15 Minutes

The Marketing Plan should include the following components: Executive Summary; Review of financial and market performance during the past year; Assessment of current situation and the market: Specifically, Customers, Competition, Company's strengths and weaknesses; Major problems/opportunities to be dealt with in the next year; Marketing Strategy for the next year: Product Strategy; Pricing Strategy; Promotion Strategy; Sales Channel (Place Strategy)

Breakdown of IMA marks:

Marks for group presentation: 20

Marks based on performance in the simulation: 4

Mark for passing all six 'micro simulations' in the simulation: 6 marks

Total Marks: 30

Note: Individual marks may be adjusted through peer-review of contribution to both presentation and decisions within the Marketplace simulation

**Reassessment component**

IMA Resubmission

Yes (extension)

Students will be asked to submit a reflection based on their specific role in the simulation. Particular emphasis on how external and internal factors impacted on the strategic decisions made during the simulation.

**Feedback on assessment**

Students will receive individual written feedback on all assignments as part of the PMA feedback form. There will be group feedback provided after the IMA presentation within the module.

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**Availability****Courses**

This module is Core for:

- Year 1 of TWMS-H1S8 Postgraduate International Trade, Strategy and Operations (Full-time)