

# WM9E4-15 Global Marketing Strategy

**23/24**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Susan Wakenshaw

**Credit value**

15

**Module duration**

2 weeks

**Assessment**

Multiple

**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/standardisation and 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. 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 operations.

Students will have an opportunity to experience the effects of taking real-life Marketing Decisions as part of the Marketplace Simulation.

## **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 international and global marketing concepts;  
International and global strategy; International and global strategy formulation;  
Competitive advantage in international/global market;  
Marketing environment and international marketing environment;  
Market research and international market research;  
International market selection;  
Market entry in international markets;  
International market segmentation, targeting and positioning;  
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 ;  
International marketing planning process: plans and strategy;  
Designing and managing the tactical international and global marketing mix;  
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 selection tools
- Examine cross cultural consumer/customer behaviour and critically evaluate relevant tools and techniques for international STP strategies
- Critically analyse the impact of external and internal factors on the global/international marketing mix
- Apply the international market selection tool/framework to an international/global context
- Develop international STP strategies in real business cases
- 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 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 international /global strategies, international market selection, international segmentation, targeting and positioning.

standardization, adaptation, localisation 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	20 sessions of 1 hour (13%)
Seminars	10 sessions of 1 hour (7%)
Online learning (independent)	23 sessions of 1 hour (15%)
Other activity	37 hours (25%)
Assessment	60 hours (40%)
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 groups with set deadlines throughout the two weeks but not specific scheduled sessions. Students will be working independently on completing seven microsimulations.

## 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 A1

	Weighting	Study time
Global Marketing Strategy PMA	70%	42 hours
PMA will contain two questions one for each of there 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. Question 2 will require students to critically evaluate and apply international Segmentation, Targeting and Positioning strategies and process to identify a target segment within the country identified in Question 1 and propose a positioning strategy.		
Global Marketing Strategy IMA	30%	18 hours
Each group would produce a video on marketing plan for their products in the simulation. Group Presentation (video): 15 Minutes This is awarded a collective or individual mark. Note: Individual marks may be adjusted through peer-review of contribution to both presentation and decisions within the Marketplace simulation.		

### Assessment group R1

	Weighting	Study time
Global marketing strategy PMA	70%	
The question is the same as the PMA. The students need to select a country to launch a product/service they select (different from the one they selected for their PMA) (2) develop an international STP.		
Global marketing strategy IMA	30%	
Students need to produce a reflective essay on (1) the marketing mix decisions they made in the Marketplace simulation, i.e. the best decisions and the worst decisions and (2) how these decisions has affected the implementation of the marketing strategy.		

## **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**

There is currently no information about the courses for which this module is core or optional.