

WM9E4-15 Global Marketing Strategy

24/25

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

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 ;
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 models.
- Apply the international market selection model/framework to an international/global context.
- 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.
- Develop international STP strategies in real business cases.

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.

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.

Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (22%)
Seminars	10 sessions of 1 hour (11%)
Online learning (independent)	23 sessions of 1 hour (26%)
Other activity	37 hours (41%)
Total	90 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

Assessment

You must pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time	Eligible for self-certification
Global Marketing Strategy PMA PMA will require students to select a country to launch a product/service where it is not currently available and propose international Segmentation, targeting, and positioning strategy.	70%	42 hours	Yes (extension)
Group presentation on international marketing plan Each group would produce a 10-15 minutes video presentation on marketing plan for their products in the simulation.	30%	18 hours	No

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.

Availability

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