

WM9QH-15 Global Digital Marketing Strategy

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Susan Wakenshaw

Credit value

15

Module duration

4 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 international and global marketing and changes to international/global marketing approaches as a result of emerging digital technologies.

[Module web page](#)

Module aims

The module seeks to provide students with an appreciation of the theoretical, methodological and practical issues associated with 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, global, and digital marketing environments, as well as a variety of international, global and digital marketing strategies. Students will learn how to research the global macro and microenvironments and recognise issues relating to consumer needs, including the importance of localisation and

standardisation/adaptation of the marketing mix, brand and product/services.

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 and
International and global strategy formulation;
Competitive advantage in international/global market
International /global marketing environment;
Market research and international market research;
International market selection;
Market entry in international markets;
International market segmentation, targeting and positioning;
Global branding
Global digital branding
Global digital marketing strategy
Global digital marketing campaigns
Designing and managing the tactical international and global marketing mix;
Managing international marketing efforts.

Learning outcomes

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

- 1. Critically appraise international market selection issues and the role of International market selection models in real business contexts
- 2. Acquire theoretical understanding and practical application of marketing segmentation, targeting and positioning strategies in an international /global marketing context
- 3. Attain a comprehensive understanding and analytical skills in the formulation of international /global strategic marketing plans
- 4. Demonstrate knowledge and comprehensive understanding of digital marketing tactics in international /global marketing

Indicative reading list

Baker, M.J. and Saren, M. eds., 2016. Marketing theory: a student text. Sage.
Backaler, Joel (2018) Digital Influence: Unleash the Power of influencer Marketing to Accelerate Your Global Business.
Bamossy, S. Hogg, A. (2010). Consumer Behaviour: A European Perspective.
Brassington, F. and Pettitt, S., 2013. Essentials of marketing. 3rd Edition Pearson education.
Chernev, A., 2018. Strategic brand management. Cerebellum Press.
Deresky, H. (2014). International Management: Managing across borders and cultures.
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.

Hollenson, S. (2017). Global Marketing.

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.

Konina, N (2021) Digital strategies in a global market: navigating the Fourth Industrial Revolution, Palgrave Macmillan

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.

Wind, Yoram and Mahajan, Vijay (2001) Digital Marketing: Global Strategies from the World's Leading Experts

Stone et al. (2005). Consumer Insight: How to use data and market research to get closer to your customer.

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 in the Digital Era. As such, it offers students a number of tools, techniques and case studies 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 in a digital era. 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. Demonstrate teamwork in strategy formulation.

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. Teamwork skills

Study

Study time

Type	Required
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
Online learning (scheduled sessions)	(0%)
Online learning (independent)	20 sessions of 1 hour (13%)
Private study	40 hours (27%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Student would work on the pre-session and work and other activities related to each lecture.

Costs

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

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Global Marketing Strategy	80%	48 hours	No

Report-style script in answer to the two question .
The students need to (1) select a country/countries to launch a product/service they select (2) develop an international STP (segmentation, targeting and positioning) strategy for this product.

international strategic

marketing plan and digital

marketing tactics

20%

12 hours

No

Each student will work in a group in the Marketplace simulation. The group will set up a company and create a brand to sell the 3D printed carbon fibre bikes in the world market. Based on the results of the first eight quarters' operation in the simulation, each student will be asked to produce a poster to present the international strategic marketing plan and digital marketing strategies for international expansion of the product.

Feedback on assessment

Report: Written feedback is provided and focuses upon the post-module assignment marking guidelines. Commentary on specific areas of concern and suggestions for improvement are also provided. Overall: The feedback provides commentary as appropriate for specific areas of concern within all assessed elements of the module.

Availability

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