

WM9E4-15 Global Marketing Strategy

26/27

Department

WMG

Level

Taught Postgraduate Level

Module leader

Dave Harvey

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. The module aims to provide students with an appreciation of the theoretical, methodological and practical aspects of global marketing. It will advance students' knowledge on the key issues of marketing in an international context. The module equips students with the knowledge and skills to research international and global macro environments, analyse cross-cultural consumer needs, and assess threats and opportunities in global markets. Students will develop their knowledge and ability in global segmentation, targeting, and positioning strategies while gaining an understanding of the balance between standardization and adaptation in international marketing. Additionally, they will have the opportunity to design international and global marketing strategies and international and global marketing plans.

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

When this module is delivered on Overseas Programmes, it is delivered in a 1-week block rather than over 4 weeks

[Module web page](#)

Module aims

The module seeks to provide students with an appreciation of the theoretical, methodological and practical aspects of 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 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;
Global branding
Digital marketing in international marketing
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 and apply a range of international market selection models/approaches.
- Critically evaluate and apply global Segmentation, Targeting and Positioning (STP) strategies.
- Critically analyse the impact of external and internal factors on creation of a global marketing plan

Indicative reading list

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

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	12 sessions of 1 hour (8%)
Seminars	18 sessions of 1 hour (12%)
Online learning (independent)	14 sessions of 1 hour (9%)
Private study	46 hours (31%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Students will be asked to undertake studies of preparatory background reading and practising relevant platforms and tools that are adopted within the module. Also, students will use these hours to read/watch the teaching materials, conduct further studies before or after lectures within the 4 weeks, and perform further work needed for on-time completion of in-module exercises; Furthermore, they spend time developing better interpretations of the requirements for all of the assessments within the module.

Costs

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

Category	Description	Funded by	Cost to student
	Simulation		

Assessment

You must pass all assessment components to pass the module.

Assessment group A4

Assessment component	Weighting	Study time	Eligible for self-certification
<p>Individual Assignment</p> <p>Assessment will require students to critically evaluate and apply appropriate international/global market selection models in order to select a country to launch a product/service where it is not currently available. Students will then critically evaluate and apply and appropriate Segmentation, Targeting, and Positioning strategy for this new market.</p>	70%	42 hours	Yes (extension)
<p>Reassessment component</p> <p>Individual Assignment</p> <p>Assessment will require students to critically evaluate and apply appropriate international/global market selection models in order to select a country to launch a product/service where it is not currently available. Students will then critically evaluate and apply and appropriate Segmentation, Targeting, and Positioning strategy for this new market.</p>			No
<p>Assessment component</p> <p>Group presentation on international/global marketing plan</p> <p>Each simulation group will produce a video presentation detailing a future global marketing plan for their company from the simulation. Peer adjustment will be used to reflect individual contributions.</p> <p>Marks will be adjusted through the use of the WMG Peer Adjustment Process to reflect individual levels of contribution.</p>	30%	18 hours	No

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

Reflective Essay

No

This reassessment is a piece of coursework, an individual reflection on the work and learning undertaken in the module, demonstrating the achievement of the associated learning outcomes.

Feedback on assessment

Students will receive written feedback on all assignments as part of the assessment feedback forms.

Availability**Courses**

This module is Core for:

- Year 1 of TWMS-H7A5 Postgraduate Taught Programme and Project Management (China)
- TESS-H7PT Postgraduate Taught Programme and Project Management (Hong Kong)
 - Year 1 of H7PT Programme and Project Management (Hong Kong)
 - Year 1 of H7PT Programme and Project Management (Hong Kong)
- Year 1 of TWMS-H7B8 Postgraduate Taught Programme and Project Management (Shanghai)
- Year 1 of TWMS-H7B4 Postgraduate Taught Programme and Project Management (Singapore)

This module is Optional for:

- TWMS-H1SB Postgraduate Taught Programme and Project Management (Full-time)
 - Year 1 of H1SB Programme and Project Management (Full-time)
 - Year 1 of H1SB Programme and Project Management (Full-time)