

WM9QH-15 Global Digital Marketing Strategy

26/27

Department

WMG

Level

Taught Postgraduate Level

Module leader

Yuan Yuan

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 aims to provide students with a critical understanding of the theories and practices of international/global marketing in a digital context. It develops students' ability to apply segmentation, targeting, positioning, branding, and digital marketing concepts in the formulation of strategic marketing plans. The module also aims to strengthen students' analytical and decision-making capabilities through the application of relevant marketing tools and frameworks in international/global marketing settings.

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;
analysis of the international and global marketing environment;
international and global marketing strategy;
segmentation, targeting, positioning, and branding in international/global contexts;
formulation of international/global strategic marketing plans;
digital marketing tactics in international/global markets;
global digital marketing strategy and campaigns;
application of analytical tools for data-driven marketing decision-making;
designing and managing the tactical international/global marketing mix;
managing and evaluating international marketing efforts.

Learning outcomes

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

- Critically evaluate and justify segmentation, targeting, positioning, and branding strategies for diverse international and global markets, taking account of market complexity, cultural variation, and strategic fit.
- Design and develop an international/global strategic marketing plan that integrates market analysis, strategic choice, implementation priorities, and performance considerations in complex and uncertain contexts.
- Critically assess and synthesise digital marketing tactics and channel strategies to create coherent international/global marketing approaches for different audiences, markets, and organisational objectives.
- Select, apply, and critically evaluate appropriate analytical tools to support evidence-based marketing decision-making, and justify strategic recommendations using insights derived from data.

Indicative reading list

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

Interdisciplinary

The module is interdisciplinary in scope, drawing on knowledge and approaches from marketing, international business, strategic management, and digital/datasupported decision-making. It reflects the reality that international/global marketing strategy requires not only marketing knowledge, but also an understanding of competitive strategy, global market dynamics, digital platforms, and analytical approaches to decision-making. The module therefore enables students to engage with international/global marketing challenges through multiple disciplinary lenses and to apply integrated thinking in the development of strategic marketing responses.

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 with respect to international and global marketing concepts and practice. Analyse and evaluate theoretical perspectives relating to segmentation, targeting, positioning, branding, digital marketing tactics, and international/global strategic marketing planning. Apply appropriate analytical concepts, tools, models, and frameworks to identify, evaluate, and address marketing problems in international and global competitive environments. Interpret relevant market and customer information to support data-driven decision-making, and formulate coherent international/global marketing strategies in digitally evolving contexts.

Transferable skills

Communicate complex ideas effectively at an advanced level in both written and oral form. Research and apply relevant academic theories, models, frameworks, and analytical tools in support of marketing analysis and decision-making. Critically evaluate and synthesise information from a range of sources to develop evidence-based arguments. Produce structured and coherent written work and deliver professional presentations. Demonstrate teamwork, collaboration, and problem-solving skills in the formulation and communication of strategic marketing recommendations.

Study

Study time

Type	Required
Lectures	12 sessions of 1 hour (8%)
Seminars	18 sessions of 1 hour (12%)
Online learning (scheduled sessions)	(0%)
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 Simulation		£0.00

Assessment

You must pass all assessment components to pass the module.

Assessment group A2

Assessment component	Weighting	Study time	Eligible for self-certification
Individual Assignment The individual essay is an individual work. The essay should demonstrate understanding of relevant theories and concepts in this module, as well as the ability to apply them in a critical and analytical manner. The assessment details will be released to students at the beginning of the module.	70%	42 hours	Yes (extension)

Reassessment component

Individual Assignment The individual essay is an individual work. The essay should demonstrate understanding of relevant theories and concepts in this module, as well as the ability to apply them in a critical and analytical manner. The assessment details will be released to students at the beginning of the module.			No
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Assessment component

	Weighting	Study time	Eligible for self-certification
Group Presentation	30%	18 hours	No
This assessment is a piece of group work. The assessment is based on the Marketplace simulation. The peer adjustment will be applied in this assessment component. The assessment details will be released to students at the beginning of the module.			

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

Written feedback will be provided via the department system for each assessment component.

Availability

Courses

This module is Core for:

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