

**COURSE DATA****Data Subject**

Code	40069
Name	Global marketing strategies
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2069 - M.U. Gestión de Negocios Internacionales (2007)	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2069 - M.U. Gestión de Negocios Internacionales (2007)	2 - Global marketing strategies	Obligatory

Coordination

Name	Department
GONZALEZ-GALLARZA GRANIZO, MARTINA	43 - Marketing and Market Research

SUMMARY

The IMBA/IBSA programme addresses global economy issues at an advanced level, therefore the module learning outcomes have a view of Marketing, for international marketing decision making at an advanced level. The learning experience will stimulate critical and intellectual skills, through class learning, group work and independent research.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**



There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Students should have obtained an undergraduate level that enables them with some knowledge on business

OUTCOMES

2069 - M.U. Gestión de Negocios Internacionales (2007)

- identify and explore the external factors which impact upon the marketing performance of companies in the global context and assess differences in country environments;
- identify data sources and apply research methods relating to customers, trade and competitors in a global marketing context;
- select and apply criteria for international market segmentation
- plan and use techniques and tools to evaluate country markets and country risks and assess the most suitable international market entry strategies
- interpret the implications of different environmental aspects on marketing decisions, especially the cultural impact on the design of marketing plans and the individual marketing mix instruments
- reflect on their learning and identify, assess and articulate their current abilities in relation to transferable skills required by employers and for the development of their studies and other activities
- work in multicultural teams, make oral presentations and make mature writing reports

LEARNING OUTCOMES

- Identify and explore the external factors affecting the development of companies in a globalized environment, evaluating differences depending on the environment of each country.
- Identify data sources and apply research methods related to consumers, markets and competitors in the context of global marketing.
- Select and apply techniques to target international markets.
- Planning and using techniques and tools for assessing markets and country risk, and evaluate the use of more convenient entry.
- Interpret the implications of the different aspects of the environment on marketing decisions, especially regarding cultural impact on the decisions of marketing plans and individual instruments of marketing mix.
- Reflect on their learning and identify, evaluate and articulate their current skills in relation to the skills required by both employers and future development of their studies or other activities.



DESCRIPTION OF CONTENTS

1. Marketing Basics. Origine and evolution of Marketing thought and Marketing practice

2. Theoretical background including definitions of global and international marketing, management orientations and internationalisation theories

3. Selected market profiles: European Union, Eastern Europe, Asia, India or China.

4. The influence of culture and managing intercultural differences

5. The international information base global information systems and research.

6. International Segmentation, Targeting and Positioning

7. International marketing mix including branding perspectives.

8. International pricing and contracting, international payment procedures and terms of trade

9. International communication strategies consideration of all aspects of promotional strategies e.g. advertising, PR direct marketing, sales promotion

10. International distribution and sales, operative problems in foreign trade.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	19,00	100
Classroom practices	15,00	100
Seminars	6,00	100
Tutorials	5,00	100
Development of group work	15,00	0
Development of individual work	15,00	0
Study and independent work	20,00	0
Preparing lectures	20,00	0
Resolution of case studies	10,00	0
TOTAL	125,00	

TEACHING METHODOLOGY

The module is taught in English language. The learning experience will consist of a variety of learning environments:

In-class

- Lectures, where theory, models and techniques are presented and explained
- Discussion seminars, where students discuss theories, models and techniques.
- Multimedia teaching methods are included where suitable (e.g. country-related videos).
- Case seminars, where students apply models and techniques to solve case studies

Self-managed learning

- Provided learning material is studied individually and in groups
- Provided case studies are solved in groups
- Relevant learning material is researched and studied upon

One-to-group tutorials

- Research directions are provided
- Coursework directions are provided

Peer presentation

- Case study reports will be used in class



EVALUATION

Students will be assessed through 45%-coursework and 55%-mid-term and final exam.

The coursework:

- assessed learning outcomes: 1, 2, 3, 6.
- comprises group element worth 40% and individual reflective statement worth 5%

The mid-term and final exam

- assessed learning outcomes: 1, 2, 4, 6
- closed-book
- individual grade
- mid-term 1.0 hour (worth 15%) , final 3.0 hour exam (35%)
- case study evaluation and questions answered

REFERENCES

Basic

- Green M.C. y Keegan, W.J. (2020) Global Marketing 10th Edition. Pearson

Additional

- o Keegan, Warren J (2013).Global Marketing Management: International. 8th Edition, Pearson, Prentice Hall Upper Saddle River, NJ
- o Hollensen, Svend (2014) Global Marketing, 6th ed. Prentice Hall, London, New York
- o Usunier, Jean-Claude, and Lee, Julie Anne. (2013): Marketing Across Cultures 6th edition. Pearson Prentice Hall, Upper Saddle River, NJ

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

Exceptionnaly, face-to-face class attendance waiver may be consider in case:

- there is a quarantine situation required by the health authorities



- there is an alarm state that involves confinement or any other mean that prevents face-to-face attendance by local, regional or national authorities

