

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MSc Digital Marketing with Data Analytics MBA
FHEQ Level:	7
Course Title:	Global Marketing Strategy
Course Code:	MKT 7100
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course develops the skills, knowledge and creativity to develop a strategic marketing plan for an international business. Students will engage in a project to develop international market entry strategies, develop a marketing mix and distribution strategy for a product that they will be challenged to market internationally. In doing so they will engage in internal and external environmental analysis. The course will develop a deep and practical understanding of the complexities of international markets including the social, political and economic factors in local markets and the possible need for product and brand adaptation and development. The use of digital platforms and market data will be central to the project. Students will be encouraged to maintain environmental and social sustainability at the heart of their marketing strategies.

Prerequisites:

N/A

Aims and Objectives:

This course aims to equip students with the analytical and creative skills to launch a new product in a foreign market. In doing so they will demonstrate a systematic understanding of the opportunities, threats and risks in launching an international marketing strategy. Students will apply relevant marketing concepts and models to their marketing strategy. Students will produce industry relevant marketing materials and communicate their strategy in an appropriate industry format.

Programme Outcomes:

MBA

A1, A2, A4, A5
B1, B2, B3, B4, B5
C1, C2, C3, C5
D1, D2, D3, D4, D5

MSc Digital Marketing with Data Analytics

A1, A3, A4, A5
B1, B2, B3, B4, B5
C1, C2, C3, C4,
D1, D2, D3, D5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Subject Knowledge and Understanding (A)

- Demonstrate an understanding of international market entry strategies
- Demonstrate an understanding of marketing models and concepts relevant to global companies.
- Demonstrate an understanding of socio-cultural, political and economic factors that can influence marketing decisions
- Demonstrate an understanding of the marketing mix, target markets, distribution channels and competitive advantage.

Cognitive Skills (B)

- Evaluate global marketing strategies
- Critically review marketing strategies.

Subject Specific, Practical and Professional Skills (C)

- Engage as team members in group work that will require intellectual, reflective and analytical application.
- Create an industry appropriate marketing plan

General/Transferable Skills (D)

- Effective oral and written communication in a range of traditional and electronic media.

Indicative Content:

- Drivers, opportunities and threats of internationalization and globalization
- Application of marketing concepts and models
- Analyse Market-Entry Strategies for small and medium firms.
- Creating an international marketing strategy
- Using data to make marketing decisions
- Apply Product development and Distribution Strategies

- Planning and Implementing Global Marketing Plan

Assessment:

This course conforms to the Richmond University Standard Level 7 Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

A range of teaching methods will be used including lectures, workshops, and tutorials. In addition, teaching will be significantly based on practical sessions involving case studies.

Indicative Text(s):

- Hollensen, S., 2020. *Global Marketing*, 8th ed. London: Pearson
- Keegan, W. J. and Green, M.C., 2020. *Global Marketing*, Global Edition, 10th ed. London: Pearson

Journals

- Journal of Marketing
- European Journal of Marketing
- Journal of Marketing Management
- International Marketing Review
- International Journal of Research in Marketing
- Marketing Letters
- Journal of International Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science

Web Sites

- www.ft.com
- www.campaignlive.co.uk
- www.mintel.com
- www.the-gma.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Course description, aims and objectives, learning outcomes, indicative content		
Revision – annual update	May 2023	
Programme outcomes updated	Oct 2023	