

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	BA (Hons) Business Administration Combined Studies
FHEQ Level:	6
Course Title	Global Marketing Management
Course Code:	MKT 6215
Course Leader:	Penny Hoffmann-Becking
Student Engagement Hours:	120
Lectures:	35
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall/Spring/Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description

Provides an insight into the strategic problems and opportunities companies face as they move from local to multinational to global markets. The problems and issues encountered in market entry are highlighted and standardization, contextualization and adaptation strategies are assessed for their appropriateness to new market situations. Students will be expected to understand and be able to implement an environmental approach to strategic international marketing planning.

Prerequisite: MKT 5200

Aims and Objectives:

The Course focuses on strategic marketing issues in international business environments and provides students with a comparative framework for understanding the similarities and differences in both marketing systems and environmental variables of different countries. Students will be expected to understand and be able to implement a strategic approach to international marketing planning. There is a strong practical and problem solving focus to the course.

Programme Outcomes

A1, A2 A3, A4, A5
B1, B2, B3
C1, C2 D1,
D2

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:

Upon completion of this course, a successful student should be able to

Knowledge and Understanding

1. Demonstrate an understanding of the changing nature of international trading environment, the major trends, strategic and contextual, offering the global decision, and the different business and cultural conventions which affect buying behaviour and marketing approaches in international markets.
2. Determine marketing strategies appropriate to industrialised, developing and lesser developed economies and identify and explain the relevant sources of information to support the appropriate strategy analysis.
3. Formulate strategies for export, international, multinational, transnational and global marketing operations and evaluate the relevant organisational changes needed to be successful
4. Select and justify an appropriate marketing strategy, marketing mix and explain the financial, human resources, operational and logistical implications of different international strategies.
5. Explain mechanisms through which to implement, evaluate and control marketing strategy

Cognitive Skills

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

Practical and/or Professional Skills

1. Engage as team members in group work that will require intellectual, reflexive and aesthetic applications within the framework of a case study based portfolio

Key Skills

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

Indicative Content:

1. The development of international trade and its environments
2. Competing in the global market
3. Culture: buyer and organisational behaviour

4. Researching and analysing overseas markets
5. Planning and organising for international marketing
6. Market entry methods
7. The International Marketing Mix
8. International marketing of services
9. Control issues in international marketing

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner.

Bibliography:

Indicative Text:

Svend Hollenson (2010) Global Marketing, 5th edition, FT/Prentice Hall

Recommended Reading:

Baker. M.J and Hart. S.J. (2008) The Marketing Book 6th edition Butterworth – Heinemann Cateora and Graham; (2007) International Marketing. McGraw-Hill; 12th Edition

Doole and Lowe (2008) International Marketing Strategy Thomson Publishing; 7th Edition. Gillespie. K, Jeannet. J, Hennessey, H.D, (2007) Global Marketing 2nd Edition Houghton Mifflin Company.

Hill. C.W.L, (2011) International Business – Competing in the Global Marketplace 8th Edition McGraw-Hill International Edition.

Kotler. P, Armstrong. G, Wong. V, Saunders. J, (2008) Principles of Marketing 5th European Edition FT Prentice Hall.

Usunier (2000); Marketing Across Cultures; 3rd Edition, Prentice-Hall.

Wood, M. B, (2010) Essential Guide to Marketing Planning 2nd Edition FT Prentice Hall.

Journals:

European Journal of Marketing
The Quarterly Review of
Marketing Journal of Marketing
Management Journal of
International Marketing
International Marketing Review

