

## COURSE SPECIFICATION DOCUMENT

|                                      |   |
|--------------------------------------|---|
| <b>Academic School / Department:</b> | Richmond Business School                              |
| <b>Programme:</b>                    | Master of Business Administration                     |
| <b>FHEQ Level:</b>                   | 7   |
| <b>Course Title:</b>                 | Global Marketing Strategy                             |
| <b>Course Code:</b>                  | MKT 7100  |
| <b>Student Engagement Hours:</b>     | 200 (standard 4 credit MA course)                     |
| Lectures:                            | 39  |
| Seminar / Tutorials:                 | 6   |
| Independent / Guided Learning:       | 155   |
| <b>Semester:</b>                     | Fall, Spring  |
| <b>Credits:</b>                      | 20 UK CATS credits<br>10 ECTS credits<br>4 US credits |

### **Course Description:**

This course focuses on principles of strategic marketing management and provides a systematic understanding of theoretical and practical frameworks. It provides a deep understanding of resource-based theory from a global perspective, including the relevance and role of company resources and competitive strengths in constructing both single business and multi business strategies. Through critical appraisal of the subject, students will be systematically exposed to the role and importance of incorporating business ethics, values, and social responsibilities when creating and executing company strategy.

### **Prerequisites:**

N/A

### **Aims and Objectives:**

At the end of the course, students will have a systematic understanding of drivers, challenges and strategies of marketing in the global context. Students will be able to apply relevant theories of marketing such as EPRG, Glocal, Hybrid and Marketing Mix for products and services. Students will also be able to apply critical thinking to assess marketing strategies applied by small, medium and large multinational organisations.

**Programme Outcomes:**

A1, A2, A4, A5

B1, B2, B3, B4, B5

C1, C2, C3, C5

D1, D2, D3, D4,

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)**

- Assess the requirement for internationalisation and marketing management within established organisations.
- Assess and evaluate the need to formulate and adapt marketing plan
- Evaluate factors influencing international marketing.
- Learn to develop marketing mix strategies for new start-ups and global firms.

**Cognitive Skills (B)**

- Evaluate statements in terms of evidence.
- Define terms adequately, and generalize appropriately.
- 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.

**General/Transferable Skills (D)**

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

**Indicative Content:**

- Drivers and stages of internationalisation.
- Critical review of Internationalisation Theories
- Analyse Market-Entry Strategies for small and medium firms.
- Apply Product 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., 2017. *Global Marketing*, 7<sup>th</sup> ed. London: Pearson
- Keegan, W. J. and Green, M.C., 2017. *Global Marketing*, Global Edition, 9<sup>th</sup> ed. London: Pearson
- Kotler, P. and Keller, K.L., Brady, M., Goodman, M. and Hansen, T. 2016. *Marketing Management*, 3<sup>rd</sup> ed. London: Pearson.
- West, D., Ford, J. and Ibrahim, E., 2015. *Strategic Marketing: Creating Competitive Advantage*. 3<sup>rd</sup> ed. Oxford: Oxford University Press.

**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](http://www.ft.com)
- [www.campaignlive.co.uk](http://www.campaignlive.co.uk)
- [www.mintel.com](http://www.mintel.com)
- [www.the-gma.com](http://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 |  |                                      |
|  |  |                                      |
|  |  |                                      |
|  |  |                                      |
|  |  |                                      |
|  |  |                                      |
|  |  |                                      |
|  |  |                                      |