

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School:</b>	Business and Economics
<b>Programme:</b>	Masters of Business Administration
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Global Marketing Strategy
<b>Course Code:</b>	MKT 7100
<b>Course Leader:</b>	Dr Parviz Dabir-Alai
<b>Student Engagement Hours:</b>	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
<b>Semester:</b>	Spring
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

This course sets forth principles of strategic marketing management and sets these principles within the framework of theory and practice. Students will gain a broad 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 become aware of 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 broad understanding of resource based theory from a global perspective, including the relevance and role of company resources and competitive strengths in designing both single business and multi business strategies. The student will be able to evaluate the importance of integrating an organisations ethical principles and core values into its marketing strategy.

**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 are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:  
<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

**Learning Outcomes:**

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

**Knowledge and Understanding**

1. Critically analyse the implications of changes in the marketing environment for modern organisations.
2. Examine and assess the principles of strategic marketing management and link these principles to both sound theory and best practices.
3. Critically assess the techniques and range of tools required for creating and executing marketing strategy.
4. Demonstrate a deep understanding of a range of marketing strategies to fit specific industries and company situations.

**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.

**Subject specific, practical and professional skill**

1. Engage as team members in group work that will require intellectual, reflexive and analytical applications

### **General/transferable skills**

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

### **Indicative Content:**

- The marketing environment. A company's external environment and competitive position. Auditing the environment. SWOT and PEST analysis.
- The principles of strategic marketing management. The concept of strategy and why it is important. The management process of creating and executing marketing strategy.
- Resource based theory from a global perspective. The relevance and role of company resources and competitive strengths in developing single business and multi business strategies.
- The, techniques and range of tools required for constructing and executing marketing strategy.
- Developing a range of marketing strategies to fit specific industries and company situations.
- Competing in foreign markets. Tailoring strategies to fit specific industry and company situations.
- The importance of ethical and socially responsible marketing. Integrating an organisations ethical principles and core values into its marketing strategy. Building an organisation capable of good strategic execution - Corporate culture and leadership.

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Learning and Teaching Policy Committee and found at:

<http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx>.

### **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.

### **Bibliography:**

See syllabus for complete reading list

**Indicative Text(s):**

Aaker, D. (2010) *Strategic market management*. US, John Wiley.

Doole, I., and Lowe, R. (2004) *International marketing strategy: analysis, development, and implementation*. London, Thomson Learning.

Doyle, P. (2010) *Value based marketing: marketing strategies for corporate growth and shareholder value*. Chichester, John Wiley & Sons.

Johansson, J.K. (2005) *Global marketing: foreign entry, local marketing and global management*. Maidenhead, McGraw Hill.

**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

Marketing Science

**Web:**

[www.wto.org](http://www.wto.org)

[www.ita.doc.gov/tradestats](http://www.ita.doc.gov/tradestats)

[www.worldbank.com](http://www.worldbank.com)

[www.eiu.com](http://www.eiu.com)

[www.ciafactbook.com](http://www.ciafactbook.com)

[www.infoexport.gc.ac](http://www.infoexport.gc.ac)

[www.businessweek.com](http://www.businessweek.com)

[www.brandchannel.com](http://www.brandchannel.com)

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus.

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Minor	Updating CSD to new template	Dean's action 09/05/2014	