Global Marketing: Thinking Global, Acting Local

ULMS083 5 credit module (equivalent to 2.5 ECTS)

1. Module Leader

Dr Giulia Sirigu

**Biography.** Dr Giulia Sirigu has multi-year teaching experience started in 2010 and has been involved in teaching undergraduate and postgraduate students in International Business, Globalisation, International Development, International Relations and Global Political Economy in both the United Kingdom and Mexico. Expert in international communication and international campaigns, she has a PhD in International Relations from the University of Manchester. Furthermore, she holds a MA in International and Diplomatic Studies and a BA in International Communication. She also works as a manager of the Italian Chamber of Commerce and Industry for the North West and as a consultant in international campaigns and projects. Her other research interests include processes of Globalisation in Latin America, New and Social Media Communication, Foreign Policy and Global Governance.

2. Module Description

This module aims to enable students to critically analyse the globalisation process in relation to the ever-changing and dynamic global marketing environment and the challenges for a global marketing firm. This module will provide students with an opportunity to study how global marketing efforts can be both a challenge and rewarding experience and, at the same time, generate critical conditions in the international environment.

3. Module Aims

This module aims to:
- To develop confidence in understanding and communicating complex ideas.
- To develop skills in research, collaborative learning and producing and delivering presentations.
- To introduce students to the concepts of global marketing and international marketing environment in the light of new global and local dynamics.

4. Content

The following topics will be considered on the module:
- The Global Marketing Imperative
- Global Marketing Environment
- Global Production Networks and Strategic Planning
- The Global Marketing Mix
- Marketing Communications

5. Module structure

The module will be delivered over a three-week period in six two hour sessions (four hours per week, total 12 hours contact time). The final block will be an assessment session.

Each session will consist of short lecture style sessions interspersed with practical activities and group discussions. The teacher will demonstrate the approaches used in teaching Global Marketing linking both global and local strategies and necessities. Students will have a number of opportunities to put what they are learning into practice.
with their classmates. Students will be expected to participate fully and actively throughout the sessions.

In addition, it is expected that students will spend 38 study hours outside of the classroom contact hours on activities including assigned reading, optional reading of areas of personal interest, homework tasks, web research and preparation for assessment. The ‘flipped classroom’ approach will be used, requiring students to prepare in advance for the sessions, and so students should be aware that in order to fully benefit from the face-to-face classroom sessions, they will need to have done the preparation work assigned beforehand.

6. Teaching methods

The teaching approach will include the following:

- Taught sessions
- Flipped classroom – preparation work
- Small group working
- Group discussions
- Presentations
- Online learning
- Use of multimedia and interactive materials
- Use of case studies
- Workshops

7. Assessment:

Assessment will be by:

- Group presentation (worth 25% of the overall mark)
- Written essay/reflection of 750-850 words (worth 75% of the overall mark)

Standard University policies apply with regard to late submission of assessments. There is no re-assessment opportunity.

8. Course structure:

The course will be practical in nature, with the sessions highly focused on giving the students as much practical experience as possible, and encouraging them to put theory into practice throughout.

The Indicative schedule is as follows:

**Session One:**
*The Global Marketing Imperative*

The course will begin with some general information about the module, including the aims and assessment. Then it will move on to explain the key concept related to the concept of international marketing and the importance of world trade. The students will then introduced to the international market trade and the functions of the international trade institutions. Student activity: a case study will be analysed during the seminar.

**Session Two:**
*Global Marketing Environment*

This session will introduce students to the different components of the global marketing environment, introducing them to the importance of the economic, legal political environment and it will present the importance of cultural challenges in the light of the international development. This will be useful in order to analyse the global marketing scenarios. Students will have the opportunity to practise reflecting on a video case study.
Session Three:  
*Global Production Networks and Strategic Planning*

Students will learn about the different stages of the strategic planning process and its relation with finance, trade and technology. This session will also introduce them to the processes of globalisation of production and consumption necessary to understand how to effectively elaborate a strategic plan. They will have the opportunity to work in group and reflect elaborate a strategic plan proposal.

Session Four:  
*The Global Marketing Mix*

In this session the focus will be on the global marketing mix learning how this mix is composed and studying the activities related to: product adaptation, export pricing and distribution strategies and program development. They will also be introduced to the strategies to implement global market and international communication. Students will have the chance to analyse a case study and empirically identify different phases and concepts studied.

Session Five:  
*Marketing Communications*

Students will look at the features of marketing communications studying the different steps to elaborate it. They will learn how to plan promotional campaigns, nurture a global image, distinguish between key promotional elements and expanding the social vision. In this lesson they will also look at global advert videos in order to identify these characteristics in different case studies.

Session Six:  
*Group Presentation of case studies*

In this final session the students will give a short presentation about the company and product they will select in order to outline the key stages of a global product launch.

9. **Learning outcomes**

On completion of this module, students will be able to:

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<tr>
<th>Learning outcome</th>
<th>Assessment component which assesses this learning outcome</th>
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| Students will be able to develop confidence in understanding and communicating complex ideas in written and spoken language. | Written essay/reflection  
Group presentation |
| Students will be able to research a topic and work collaboratively to produce a presentation and deliver it | Group presentation |
| Students will possess an introductory understanding of the roles played by organisation, planning, implementation and control in international marketing. They will be enabled to understand different aspects and techniques of global marketing. | Written essay/reflection  
Group presentation |

10. **Skills**

Key skills that will be developed:
<table>
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<tr>
<th>Skill</th>
<th>How this skill is developed</th>
<th>Mode of assessment</th>
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<tbody>
<tr>
<td>Teamwork</td>
<td>Group discussions, activities and tasks in class</td>
<td>Group presentation</td>
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<tr>
<td>Communication skills</td>
<td>Orally in class discussions, activities and debate in class; written communication skills via completion of written assessment</td>
<td>Written essay/reflection</td>
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11. Books, ebooks and websites:

The University Website at [www.liv.ac.uk/library](http://www.liv.ac.uk/library) provides access to many relevant books and electronic books, as well as academic journals and databases.

**Recommended Pre-Course Reading**


All three of these books are excellent introductions to the application and study of global marketing strategies, but it is not necessary or required to read all of them. We would recommend choosing and reading one, or at least dipping into the chapters of particular interest to you.

We may also assign readings from these books as preparatory work during the course.

If you are not familiar with the concepts related to the global marketing, it would be advisable to also buy or borrow a good handbook of reference.

Examples can include:


**Core Texts**


**Journals:**
- *Journal of International Marketing*
- *International Marketing Review*
- *Issues and Advances in International Marketing Research*
- *Global Governance*
- *Globalizations*
- *Journal of International Development*
- *New Political Economy*
- *Review of International Political Economy*
- *Environment and Planning A*
- *Economy and Society*

**Useful Websites**
- World Trade Organisation [www.wto.org](http://www.wto.org)
- European Union [www.europa.eu.int](http://www.europa.eu.int); [www.eurunion.org](http://www.eurunion.org)
- UK Trade and Investment [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)
- Statistics UK [www.statistics.gov.uk](http://www.statistics.gov.uk)
- The Economist [www.economist.com](http://www.economist.com)
- Global Edge [http://globaledge.msu.edu/ibrd/ibrd.asp](http://globaledge.msu.edu/ibrd/ibrd.asp)
- MST Brazil [http://www.mstbrazil.org/](http://www.mstbrazil.org/)