

**COURSE DATA****DATA SUBJECT**

Code: 40069
Name: Global marketing strategies
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2069 - Master's Degree in International Business Administration	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2069 - Master's Degree in International Business Administration	Global marketing strategies	COMPULSORY

COORDINATION

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SUMMARY

The IMBA/IBSA programme addresses global economy issues at an advanced level, therefore the module learning outcomes have a view of Marketing, for international marketing decision making at an advanced level. The learning experience will stimulate critical and intellectual skills, through class learning, group work and independent research.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Students should have obtained an undergraduate level that enables them with some knowledge on business

COMPETENCES / LEARNING OUTCOMES



-

identify and explore the external factors which impact upon the marketing performance of companies in the global context and assess differences in country environments;

identify data sources and apply research methods relating to customers, trade and competitors in a global marketing context;

interpret the implications of different environmental aspects on marketing decisions, especially the cultural impact on the design of marketing plans and the individual marketing mix instruments

plan and use techniques and tools to evaluate country markets and country risks and assess the most suitable international market entry strategies

reflect on their learning and identify, assess and articulate their current abilities in relation to transferable skills required by employers and for the development of their studies and other activities

select and apply criteria for international market segmentation

work in multicultural teams, make oral presentations and make mature writing reports

DESCRIPTION OF CONTENTS

1. Marketing Basics. Origine and evolution of Marketing thought and Marketing practice

2. Theoretical background including definitions of global and international marketing, management orientations and internationalisation theories

3. Selected market profiles: European Union, Eastern Europe, Asia, India or China.

4. The influence of culture and managing intercultural differences

5. The international information base global information systems and research.



6. International Segmentation, Targeting and Positioning

7. International marketing mix including branding perspectives.

8. International pricing and contracting, international payment procedures and terms of trade

9. International communication strategies consideration of all aspects of promotional strategies e.g. advertising, PR direct marketing, sales promotion

10. International distribution and sales, operative problems in foreign trade.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	5,00
Theory	19,00
Seminar	6,00
Classroom practices	15,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	30,00
Independent study and work	20,00
Preparation of lessons	20,00
Preparation for assessment activities	0,00
Resolution of case studies	10,00
Total hours	80,00

TEACHING METHODOLOGY



The module is taught in English language. The learning experience will consist of a variety of learning environments:

In-class

- Lectures, where theory, models and techniques are presented and explained
- Discussion seminars, where students discuss theories, models and techniques.
- Multimedia teaching methods are included where suitable (e.g. country-related videos).
- Case seminars, where students apply models and techniques to solve case studies

Self-managed learning

- Provided learning material is studied individually and in groups
- Provided case studies are solved in groups
- Relevant learning material is researched and studied upon

One-to-group tutorials

- Research directions are provided
- Coursework directions are provided

Peer presentation

- Case study reports will be used in class

EVALUATION

Students will be assessed through 45%-coursework and 55%-mid-term and final exam.

The coursework:

- assessed learning outcomes: 1, 2, 3, 6.
- comprises group element worth 40% and individual reflective statement worth 5%

The mid-term and final exam



- assessed learning outcomes: 1, 2, 4, 6
- closed-book
- individual grade
- mid-term 1.0 hour (worth 15%) , final 3.0 hour exam (35%)
- case study evaluation and questions answered

REFERENCES

- o Keegan, Warren J (2013).Global Marketing Management: International. 8th Edition, Pearson, Prentice Hall Upper Saddle River, NJ o Hollensen, Svend (2014) Global Marketing, 6th ed. Prentice Hall, London, New York o Usunier, Jean-Claude, and Lee, Julie Anne. (2013): Marketing Across Cultures 6th edition. Pearson Prentice Hall, Upper Saddle River, NJ
- Green M.C. y Keegan, W.J. (2020) Global Marketing 10th Eition. Pearson