

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

Code: 46782
Name: Global marketing strategies
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2268 - Master's Degree in International Business Management	Facultat d'Economia	1	First quarter, Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2268 - Master's Degree in International Business Management	Global marketing strategies	COMPULSORY

COORDINATION

RUIZ MAFE CARLA

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

**2268 - Master's Degree in International Business Management**

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

DESCRIPTION OF CONTENTS

1. **Basic concepts in Marketing. Origin and evolution of Marketing as a practice and as an academic discipline**
2. **Definitions of international marketing, management orientations, and theories of internationalization**
3. **Profiles of international markets**
4. **The influence of culture and the management of intercultural differences**
5. **International-based information. Global research and information systems**
6. **Market segmentation, targeting, and international positioning**
7. **International management of products and brands**
8. **International pricing management**
9. **International communication strategies**
10. **International distribution and sales**

WORKLOAD**PRESENCIAL ACTIVITIES**

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



Total hours	45,00
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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

- Green, M C. & Keegan, W, J. (2020): Global Marketing.. 10th ed., Pearson Education Ch Lmted, Upper Saddle River, NJ
- 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