

Centre: Barcelona

Course: **Global Marketing**

Programme: Business, Design & Innovation

Semester: 2 (Spring)

Credits: 6

Duration: 45 hours (3 hours / week)

Language of instruction: English

Instructor: Dr Felipe Botaya (DBA)

Course Description

Marketing is needed to operate nationally, internationally and worldwide. The principles may be the same, but there will be many differences when your company decides to start doing business at a global level.

The people, the language, the culture, the way of life, and various other aspects could become obstacles for company strategy abroad. In order to use your marketing mix effectively in an international context, you need to adapt it completely to each local market.

Global Marketing deals with how to work with consumers, channels, competitors and markets, bearing in mind the win-win principle. It is not just a matter of prices and products. It is much more than this and a good marketing manager has to know how things work.

Summing up, Global Marketing is the process of doing business at a global level, promoting greater sales and customer satisfaction by gaining a better understanding of foreign consumers of goods and services produced by your company.

Prerequisites

None

Attendance Policy

Attendance is mandatory for all classes, including fieldwork. Any exams, tests, presentations or other work missed due to student absences can only be rescheduled in cases of certified medical or family emergencies. If a student misses more than three classes in any course, half a letter grade will be deducted from the final grade for each additional absence. Seven absences during any course will result in a Fail grade.

Learning Outcomes

By the end of the course, students will:

- Understand how Global Marketing works.
- Apply ideas for developing good contact with foreign consumers.
- Understand the importance of analysis for driving conclusions and proposing suitable creative Global Marketing strategies and actions.
- Identify strengths, weaknesses, opportunities and threats (SWOT analysis) in order to develop a Global Marketing action plan for foreign markets.

Method of presentation

- Lectures and discussions. Lectures with appropriate visual support provide the theoretical content of the sessions. Class discussions help students connect reading and lectures, by analysing and applying concepts.
- Class participation. Students are expected to participate in group activities and in the discussions based on course reading.

Field Study

It could be good to compare a variety of US and Spanish markets (particularly mass markets). Participants will be divided into different groups with specific tasks to achieve in the field.

Required work and assessment methods

- Journals - 25%
- Oral presentation - 35%
- Participation - 15%
- Fieldwork- 25%

Oral presentations. Students will present their papers to the class with visual support.

Contents

Part One

Principles of Global Marketing (4 weeks / 8 sessions, including cases)

- What is Marketing and Global Marketing
- Similarities with and differences from Sales
- The consumer and Global Marketing
- Segmentation and positioning in a global environment
- Market research and competitors

Part Two

The Global Marketing Mix (9 weeks / 18 sessions, including cases)

A) Products / Services (3 weeks / 6 sessions)

- Theory
- Tangible and non-tangible products
- Expectations
- Product ranges and types
- Product life-cycles
- Viability analysis and launching
- Why a product might flop
- Packaging
- Packaging services

B) Price (1.5 weeks / 3 sessions)

- Theory and its influence
- Pricing techniques
- Global operating accounts
- Pricing strategies and tactics
- Price wars and consequences

C) Distribution / Logistics (1.5 weeks / 3 sessions)

- Theory
- Channel agencies
- Distribution flows
- Distribution coverage
- Sales force and types
- How to measure channels
- Franchising and types

D) Communication (3 weeks / 6 sessions)

- Theory
- Communication issues and tools
- Advertising and types
- Advertising campaigns and parts

- Advertising agencies and types
- Briefings
- Creativity and types
- Promotion, objectives and target groups
- Direct marketing, objectives, data banks
- Corporate image, objectives and application
- Public relations, objectives, target groups and tools

Part Three

The Global Marketing Plan (GMP) (2 weeks / 4 sessions)

- What a GMP is and how it works
- How to prepare a GMP
- Things to consider before starting
- GMP components
- Global operating accounts

Bibliography

Keegan, Warren J., Green, Mark C. (2016) *Global Marketing*. Edinburgh: Pearson

Alon, Ilan, Jaffe, Eugene (2016). *Global Marketing: Contemporary Theory, Practice, and Cases*. New York: Taylor & Francis.

Gillespie, Kate, Hennessey H. David (2015). *Global Marketing*. New York: Taylor & Francis.

Cateora, Philip R., Graham, John (2015). *International Marketing*. New York: McGraw-Hill