

Global Marketing: Thinking Global, Acting Local

MODULE OUTLINE

DURATION: 3 WEEKS X 2

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Module Overview

This module aims to enable students to critically analyse the ever-changing and dynamic global marketing environment and the challenges before 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.

Module Aims:

This module aims to enable students to critically analyse the process of global marketing and the key concepts concerning such efforts. Key aims include:

1. To introduce students to the international marketing environment
2. To introduce students to the concept of global marketing management.
3. To develop an understanding of the key marketing mix principles
4. To apply and develop linguistic confidence through group-work and presentations.

Module Learning Objectives

By the end of this module students will be able to:

1. Understand aspects of the international marketing environment.
2. Be able to detail the key strategies for internationalisation of marketing.
3. Know the elements that comprise the international marketing mix.
4. Be able to assess the impact of the marketing communication
5. Understand the roles of organisation, planning, implementation and control in international marketing.

Teaching

- Each session will have a taught component and student activities including case studies.
- Teaching style will take the form of lectures, group work, student presentation and debate.
- Students will be constantly encouraged to actively participate in class discussion and activities.

Indicative Timetable* (This is subject to change without prior notice)

Session No.	Lecture	Student Activity
One	The Global Marketing Imperative <ul style="list-style-type: none">▪ What international marketing is?▪ The importance of world trade.▪ The international marketplace▪ International Trade Institutions	Case study- Manchester United Football Club
Two	Global Marketing Environment-cultural/social, political/legal, financial and economic. <ul style="list-style-type: none">▪ The cultural challenge▪ The economic environment▪ Economic Integration▪ The political environment▪ International legal dimensions	Video case study
Three	The Global Marketing Mix <ul style="list-style-type: none">▪ Product adaptation▪ Export pricing strategies▪ International communications▪ Channels and distribution strategies	Case study discussion
Four	Global Strategic Planning <ul style="list-style-type: none">▪ The strategic planning process▪ Global marketing program development▪ Implementing global marketing	Standardisation Vs Adaptation: Class debate
Five	Marketing Communications <ul style="list-style-type: none">▪ Planning promotional campaigns▪ Nurturing a global image▪ Key promotional elements▪ Expanding the social vision	Global Adverts Videos

Six	Module Assessment: Group Presentation- Students will select a company of their choice (this might be a fictional company) and select a product or product range. They will outline the key stages of a global product launch for the company's product/product range in a European country. Students also need to outline the key factors to be taken into consideration before launching the product. The key economic indicators for that country along with key elements of culture in that country would need to be considered in the presentation.
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Core Texts:

Czinkota, M.R. and Ronkainen, I.A. (2007), International Marketing, Thomson, ISBN: 0-324-31702-6, 8th edition

Hollensen, S. (2007), Global Marketing: A decision-oriented approach, Prentice Hall ISBN 0 273 67839 6, 4th edition.

Recommended reading:

These are some suggestions, there are many more academic texts your own interest or research may direct you to.

International marketing (2005) by Cateora, Philip R. Boston, MA ; London : McGraw-Hill/Irwin,

International marketing : consuming globally, thinking locally (2001), by McAuley, Andrew. Chichester : Wiley,

International marketing (1998) by Paliwoda, Stanley J. Oxford : Butterworth-Heinemann,

International marketing: a cultural approach (1993), by Usunier, Jean-Claude ,Prentice-Hall, Englewood Cliffs (N.J.)

International marketing (1981), by Walsh, L S , Macdonald and Evans, Plymouth

Marketing communications : an integrated approach (2004), by Smith, Paul Russell, 1957- London : Kogan Page.

International marketing (1997), by Terpstra, Vern Fort Worth, Tex. ; London : Dryden

Journals:

Journal of International Marketing
 International Marketing Review
 Issues and advances in international marketing research

International marketing in the Asia-Pacific region
South East Europe Review

Useful Websites

World Trade Organisation

www.wto.org

United Nations

www.un.org

Organisation for Economic Development

www.oecd.org

European Union

www.europa.eu.int; www.eurunion.org

European Business Directory

<http://www.europages.com/www.dti.gov.uk>

UK Trade and Investment

www.uktradeinvest.gov.uk

Statistics UK

www.statistics.gov.uk

The Economist

www.economist.com

Global Edge

<http://globaledge.msu.edu/ibrd/ibrd.aspwww.fco.gov.uk>

Offstats

<http://www.library.auckland.ac.nz/subjects/stats/offstats/www.scholar.com>

PERSONAL INFORMATION



Dr Paresh Wankhade has considerable teaching experience and has been involved in teaching undergraduate and postgraduate students in business, international marketing, research methods, leadership, HRM and project management. A former civil servant, he has a PhD in Organisational Studies from the UK. He also holds a masters degree in Public Administration (MPA) and a university teaching qualification (PGCE) also from the UK. He is a member of various professional bodies including British Association of Management, International Research Society in Public Management and Association of Qualitative Research. His other research interests include organisational learning, leadership, HRM and international marketing.