

TEACHING GUIDE

Course Information	
Full name	Global Marketing Strategies
Code	
Degree	Master in International Management
Taught in	Advantere School of Management
Level	Postgraduate Official Master's Degree
Term	Quarterly (Second Quarter)
Credits	4,0 ECTS
Type	Mandatory
Person in charge	Jaime Castelló
Office hours	Continuous availability via email

Professor information	
Professor	
Name	Jaime Castelló Molina
Department / Area	Advantere Management School
Office	Continuous availability via email
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SPECIFIC COURSE INFORMATION

Course contextualization	
Contribution to the professional profile of the degree	
<p>The Global Marketing Strategies course continues the exploration of the Marketing function that started in the previous term with the Marketing Management course. Following the second term's focus on internationalization and globalization, the Global Marketing Strategies course (GMS) focuses on the companies' and organizations focus on applying the principles learned from its domestic marketing to create an integrated global marketing strategy, not on a country-by-country basis, but with a global perspective on all aspects of the marketing function. Advances in technology, increasing international trade, growing global income levels and a convergence of consumer tastes require companies worldwide to examine their business strategies and tactics using a global perspective.</p>	

Competences - Objectives	
CG01	Cognitive skills of analysis and synthesis applied to global business situations and international organizational management issues.
CG02	Information and data management as key elements for decision making and the identification, formulation and resolution of business problems.
CG03	Ability to develop and execute in different phases international business management projects in groups based on real situations real situations.
CG05	Ethical commitment in the application of universal moral values and of the organization in the face of ethical dilemmas and corporate social responsibility, with special sensitivity to international diversity.
CG06	Time management skills with the objective of improving personal and team effectiveness within the framework of business organizations, the environment and management
CG08	Recognition as global citizens the value of diversity and intercultural dialogue as a source of human enrichment.
CE09	Conocimiento y comprensión de las singularidades propias del marketing global, así como de las diferencias en la aplicación de las estrategias y herramientas de marketing cuando se actúa en ambientes multiculturales o se aspira a un consumidor global.

CE10	Ability to identify and understand the most current dynamics and practices in the management of global companies, applying them, if necessary, to real-life situations where appropriate.
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THEMES AND CONTENT

Contents - Themes

The Global Marketing Model – what are the differences between local and the global Marketing? How should Global Marketing be implemented?

Emerging markets Marketing – the specificities of marketing to the less affluent markets and segments.

Global Marketing Research and Information Systems – how to conduct research to analyse global markets and to craft global marketing strategies.

Global Customer Segments – beyond the country analysis, there are global customer segments that are relevant for global marketing strategies.

Global Branding and Communications – how to develop global brands and the aspects to consider when communicating them globally.

Global Value Proposition Adaptations – how to adapt the go-to-market strategy, the product or service and the pricing to the global or international positioning.

The Global Marketing Organization – how to adapt the marketing organization to a global approach.

TEACHING METHODOLOGY

General methodological course aspect

Presential Methodology: Activities

In this course we will be using different methodologies to achieve the above-mentioned learning goals, mainly:

Project Based Learning – in which the students will work autonomously and with the support of the professor on a real case, which will be presented to the company at the end of the course.

Lectures – in which the professor will explain the concepts, models, and tools that the students will need to develop the project.

Case studies – that will help the students understand the differences in different countries and industries when implementing the concepts and the models explained in the course. In this course we will work with the following cases:

Individual study of selected readings – which will deepen the learning of the students in specific areas of Global Marketing strategic thinking.

YOIGO Lab Competition – the students will be offered the opportunity to participate in the YOIGO Lab Communications competition.

The course delivery will be mainly face-to-face at the Advantere Campus, and there will be a Moodle page that will help the students with the documentation support and the submission of the different activities that will be done in class.

EVALUATION AND GRADING CRITERIA

Graded Activities	Evaluation Criteria	% of total grade
Solán de Cabras Gas Project	This part of the grade will be based on the final presentation and the final report of the Solán de Cabras Project, based on the elements defined on the Project Rubric.	30
Zara Américas Project	This part of the grade will be based on the final presentation and the final report of the Zara Américas Project, based on the elements defined on the Project Rubric.	15
Preparación de preguntas para los casos	During the course we will review and discuss business cases during class. To have more time to focus on the strategic issues of these cases inside the class, students are asked to thoroughly read through the case and do some additional preparation work beforehand.	20
Test Individual	The students will be asked to complete an individual multiple-choice test to verify the acquisition of the basic concepts of Global Marketing.	20

<p>Participación y aprovechamiento de las clases</p>	<p>Participation will be scored primarily on contribution to in-class discussion on the various case studies used throughout the semester. Much of the discussion will be on a small-group basis and participation will be considered based on this small-group work as well as what is contributed in the full-class environment. Attendance will be taken at the start of each class; students who either miss a significant number of classes or are habitually late to class will see a reduction in their participation scores. Regarding the final group project and presentation, each team member will complete a peer review of other team members, rating how they performed and how much they contributed. These peer reviews, together with the lecturer's assessment of how individual students performed in the class presentation will be used to assess the remaining 10% of course participation. Peer evaluation rubrics will be provided</p>	<p>15</p>
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BIBLIOGRAPHIES AND RESOURCES

- Alon, I., Jaffe, E., Prange, C. and Vianelli, D., 2020. *Global Marketing: Strategy, Practice, and Cases*. Routledge.
- Baack, D.W., Harris, E.G. and Baack, D., 2012. *International marketing* (Vol. 3). Sage.
- Quelch, J.A. and Deshpande, R. eds., 2004. *The global market: Developing a strategy to manage across borders*. John Wiley & Sons.