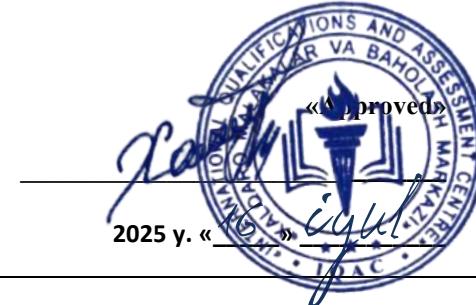




**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 7 Postgraduate Diploma in Strategic Management & Leadership	
Unit Number/ Unit Title	Unit 4 GLOBAL MARKETING DYNAMICS	
Cohort Code:	L07GMD-U4	
Unit Level	LEVEL 7	
Total GLH	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
Credits/Hours	20 CATS/ 10 ECTS	
Lecturer		
Start Date		End Date

Unit objective or Aim	The aim of this unit is to develop learners' understanding of the concepts, methods and technical aspects of strategic marketing and the challenges associated with marketing in today's business environment, including how a strategy combines product development, promotion, distribution, pricing, relationship management and other elements.
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning

Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	<p style="text-align: center;">Teaching and Learning Materials</p> <ul style="list-style-type: none"> • Aaker, D. A. and McLoughlin, D. (2010) Strategic Market Management: Global Perspectives. • Chichester: John Wiley & Sons. Proctor, C. (2014) Strategic Marketing: An Introduction. Oxon: Routledge. • Bradley, F. (2005) International Marketing Strategy. New Jersey, FL: Prentice Hall. • Best, R. J. (2009) Market-based Management: Strategies for Growing Customer Value and Profitability. 5th Edition. Harlow: Prentice Hall. • Chernev, A. (2009) Strategic Marketing Management.5th Edition. New York: Brightstar Media. • Hastings, H. and Saperstein, J. (2007) Improve Your Marketing to Grow Your Business. New York: Wharton School Publishing. • Hooley, G., Saunders, J., Piercy, N. F. and Nicoulaud, B. (2007) Marketing Strategy and Competitive Positioning. 4th Edition. Harlow: Financial Times/Prentice Hall. • Kotler, P. and Armstrong, G. (2008) Principles of Marketing. 13th Edition. New York: Prentice Hall. • Kotler, P. and Keller, K. L. (2008) A Framework for Marketing Management. London: Pearson Education. • Lambin, J. J. (2007). Market Driven Management: Strategic and Operational Marketing, 2nd Edition, London: Palgrave Macmillan • McDonald, M. (2007) Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy, New York: Kogan-Page.

Learning Outcome	Assessment Criteria
LO1. 1. Be able to critically analyze the principles of strategic marketing and the role of digital technologies.	<p>1.1 Critically evaluate the nature and purpose of strategic marketing in an organisation.</p> <p>1.2 Critically analyse and apply different marketing concepts in a range of organisational contexts.</p> <p>1.3 Explain the processes involved in strategic marketing.</p>
LO2. 2. Be able to apply tools for analyzing the business environment in strategic marketing.	<p>2.1 Develop SMART strategic marketing objectives for an organisation.</p> <p>2.2 Critically review the external and competitive environment in which an organisation performs.</p> <p>2.3 Draw conclusions about the internal and stakeholder environment in which an organisation performs.</p>
LO3. 3. Be able to carry out market segmentation, targeting and brand positioning.	<p>3.1 Critically explore market segments within an organisational context.</p> <p>3.2 Evaluate targeted segments within an organisational context.</p> <p>3.3 Design a differentiated brand position for targeted segments within an organisational context.</p>
LO4. 4. Be able to apply the integrated marketing mix in an organisation.	<p>4.1 Evaluate the significance of the integrated marketing mix within an organisational context.</p> <p>4.2 Design an effective marketing mix within an organisational context.</p> <p>4.3 Critically analyse the relationship between the product lifecycle and the marketing mix within an organisational context.</p>
LO5. 5. Be able to critically analyze brands in a business context.	<p>5.1 Critically analyse the nature of brands and the significance of branding.</p> <p>5.2 Critically discuss the need for integration between the brand pyramid, the brand's positioning and brand management.</p> <p>5.3 Demonstrate how branding is used to strengthen a business or product.</p>

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Nature and Purpose of Strategic Marketing	<ul style="list-style-type: none"> • Lecture on strategic marketing principles; • Group discussion on strategic marketing role in international firms; • Case study: Apple vs Samsung strategies 	LO1, 1.1	
2.	Strategic Marketing and Digital Technologies	<ul style="list-style-type: none"> • Seminar: Impact of digital tools; • Group case review: Digital campaigns by Coca-Cola; • Create short digital marketing strategy 	LO1, 1.1	
3.	Marketing Concepts in Different Contexts	<ul style="list-style-type: none"> • Workshop: Compare marketing concepts (4Ps vs 7Ps) • Application to a chosen company; • Peer feedback session 	LO1, 1.2	
4.	Strategic Marketing Processes	<ul style="list-style-type: none"> • Group activity: Map out a strategic marketing process; • Real-life scenario analysis; Reflection journal 	LO1, 1.3	
5.	Setting SMART Strategic Marketing Objectives	<ul style="list-style-type: none"> • Lecture: SMART goals in marketing; • Workshop on writing objectives for real brand; • Group critique of each team's SMART goals 	LO2, 2.1	
6.	External and Competitive Environment Analysis	<ul style="list-style-type: none"> • Environmental scan using PESTEL; • External threats identification workshop; • Case analysis: Nestle in emerging markets 	LO2, 2.2	
7.	Internal and Stakeholder Environment	<ul style="list-style-type: none"> • Stakeholder mapping exercise; • SWOT analysis; • Roleplay: Stakeholder meetings 	LO2, 2.2	

8.	Integration of Strategic Marketing Tools	<ul style="list-style-type: none"> • Synthesis discussion; • Group presentation: Integrated analysis of internal & external tools; • Strategic insights document 	LO2, 2.1, 2.2, 2.3	
9.	Review	<ul style="list-style-type: none"> • Peer feedback session • Midterm preparation workshop 	LO1-LO2	
10.	Market Segmentation in Global Context	<ul style="list-style-type: none"> • Lecture: Bases of segmentation; • Market segmentation activity using real datasets; • Mini report on segmentation outcomes 	LO3, 3.1	
11.	Evaluating Target Segments	<ul style="list-style-type: none"> • Targeting workshop: Select segment & justify; • Discussion: Ethical implications; • Target market profile development 	LO3, 3.2	
12.	Designing Differentiated Brand Positioning	<ul style="list-style-type: none"> • Brand positioning map creation; • Video case analysis: Nike vs Adidas; • Peer review 	LO3, 3.3	
13.	Preparation & Review	<ul style="list-style-type: none"> • Comprehensive review of all learning outcomes • Practice questions and revision of key topics 	LO1-LO2-LO3	
14.	Midterm	<ul style="list-style-type: none"> • Midterm assessment covering all learning outcomes (theory and practical elements) 	LO1-LO2-LO3	
15.	Feedback & Reflection	<ul style="list-style-type: none"> • Review of final exam • Individual feedback on performance • Reflective discussion on key learning points 	LO1-LO2-LO3	

16.	Integration of STP (Segmentation, Targeting, Positioning)	<ul style="list-style-type: none"> Mock presentation: Integrated STP strategy; Feedback and refinement; Panel Q&A 	LO3, 3.1, 3.2, 3.3	
17.	Integrated Marketing Mix Overview	<ul style="list-style-type: none"> Lecture: 7Ps explained with examples; Product and Price mix analysis workshop; Group discussion 	LO4, 4.1	
18.	Designing an Effective Marketing Mix	<ul style="list-style-type: none"> Activity: Develop mix for a startup; Compare with competitor strategy; Feedback session 	LO4, 4.2	
19.	Product Lifecycle and Marketing Mix	<ul style="list-style-type: none"> Case study: Marketing across lifecycle stages; Strategic recommendations exercise; Group debate 	LO4, 4.3	
20.	Integration of the Marketing Mix Elements	<ul style="list-style-type: none"> Integration workshop: Complete marketing mix design; Apply to local business; Peer feedback 	LO4, 4.1, 4.2, 4.3	
21.	Mid Term Exam	<ul style="list-style-type: none"> Case-based and essay based exam 	LO1-LO2-LO3-LO4	
22.	Nature and Significance of Branding	<ul style="list-style-type: none"> Seminar: Role of brands in B2B and B2C; Group discussion on global brand failures; Individual branding report 	LO5, 5.1	
23.	Brand Pyramid and Brand Positioning	<ul style="list-style-type: none"> Workshop: Building brand pyramid; Brand management strategies; Case: Tesla branding 	LO5, 5.2	

24.	Branding to Strengthen Business or Product	<ul style="list-style-type: none"> • Branding roleplay: Brand ambassador pitch; • Group critique; • Final branding pitch 	LO5, 5.3	
25.	Advanced Applications of Branding	<ul style="list-style-type: none"> • Brand equity measurement activity; • Case discussion: Red Bull branding success; • Branding reflection journal 	LO5, 5.3	
26.	Integration of Branding Concepts	<ul style="list-style-type: none"> • Brand strategy board game; • Group summary presentation; • Quiz on branding frameworks 	LO5, 5.1, 5.2, 5.3	
27.	Comprehensive Integration of Global Marketing	<ul style="list-style-type: none"> • Capstone project planning; • Team presentations on LO synthesis; • Peer and tutor feedback 	LO1 -LO2-LO3- LO4-LO5	
28.	Final Exam Preparation & Review	LO1, LO2, LO3, LO4	LO1, LO2, LO3, LO4	
29.	Final Exam		LO1, LO2, LO3, LO4	