



Postgraduate programmes

Syllabus

Advanced Global Marketing 4

Module Code: AGM401
Credits: 20
IMM GSM: Year Level: 4
NQF Level: 8
Nature: Core
Status: Postgraduate

Module Specific Outcome/s

To extend the students knowledge of marketing from the domestic to the global context.
To understand and diagnose the role of critical global factors in global marketing analysis, planning and implementation.
To apply advanced concepts and principles in order to formulate and implement marketing strategies. policies and decisions.

Description of Units

Unit	Description	Learning Outcomes
1	Global versus domestic marketing concepts	Contrast domestic marketing with international and global marketing concepts. Understand the complexities of global marketing. Understand the global economy and its key drivers. Critically debate the issue of globalisation and understand both restraining and facilitating forces. Identify influencers in the global economy such as key institutions and types of cooperation between nations.
2	Global marketing environment analysis	Understand the need for analysis of each new environment entered into. Critically evaluate the cultural environment to identify opportunities and threats. Critically evaluate the political and legal environments to identify opportunities and threats. Understand the importance of, and process involved in international marketing research.
3	Develop a global marketing strategy	Determine the processes and criteria for selection of markets. Determine the appropriate entry strategies for different markets. Understand the characteristics of key markets such as emerging markets and the implications for marketing strategy. Develop global and international marketing strategies that take into account the critical global factors that shape the marketing function. Plan the appropriate marketing mix decisions for various markets. Understand the complexities related to implementation and control of global and international marketing strategies.