

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Global Marketing Management

COURSE NUMBER: MBA 7600

COURSE DESCRIPTION:

This course develops an understanding of the core aspects of the marketing function, and the application of marketing techniques to firms operating in the global arena. The course focuses on value-creation by offering differentiated products and services to a targeted market segment. MBA 7600 emphasizes the need for effective marketing plans developed from a thorough analysis of the global marketplace with particular attention to cultural differences, ethical challenges, geopolitical dynamics, distribution challenges and product adaptation.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Students will develop a strategic marketing plan that uses segmentation, targeting, and positioning strategies, and aligns with the strategy and financial objectives of the organization.

Learning Objectives: The student will:

- A-1 Apply marketing segmentation strategies to identify and select which segments align with strategic business needs.
- A-2 Apply positioning techniques to selected segments in order to capitalize on the marketing communications effort.
- A-3 Use trend analyses and internal and external analyses, including SWOT, to formulate a strategic marketing plan for a product or service.
- A-4 Measure the results of the strategic plan and present the marketing plan in a professional manner.
- A-5 Evaluate marketing communications channels and create a functional marketing mix to support integrated marketing communications.

GOAL E:

Students will practice the techniques of product and service innovation, and how to develop marketable new products/services.

Learning Objectives: The student will:

- E-1 Explain the critical nature of new product development, launching new product lines. Compare/Contrast product marketing and service marketing.
- E-2 Develop a new product or service proposal designed to help grow your organization.
- E-3 Evaluate pricing strategies, and practice selecting appropriate strategies for new products or services.