



## Master of Science in Global Marketing

**T**he MSc in Global Marketing programme will allow you to gain a comprehensive, high level education in the subject of traditional and contemporary marketing, including new media & social network marketing within such organisations that operate in global markets. You will master the specific techniques and analytical approaches for a wide range of marketing positions across a range of market sectors, from business-to-business or to consumer or service sector markets. These transferable management skills will enable you to develop a variety of marketing strategies and approaches for such dynamic or turbulent markets.

### PROGRAMME OUTLINE

- The aim of this programme is to provide you with a comprehensive understanding of the theory and practice of global consumer marketing and business-to-business marketing at an advanced level. It will give you both specific and transferable skills, and a range of effective analytical techniques required for effective tactical and strategic marketing management. You will master the role of engagement in diverse markets, as well as develop the appreciation of the role of theoretical marketing models in formulating organisational strategy.
- You will also learn about how global organisations manage resources and change; and you will understand the evolving theories and practices surrounding the management of people in different cultures.
- Core modules include Strategic Organisation, Managing Finance, International Business and Emerging Markets, Managing in a Multicultural Context, Marketing Management, and Marketing Research. You will then specialise by choosing to study two of the following four elective modules: Consumer Behaviour, Marketing of Services, New Media & Social Network Marketing, and Global Account Management. You will complete your degree with an original dissertation.
- You should graduate with the personal and business skills, and the specialist knowledge needed for a wide range of global marketing and management positions in both the private and public sectors. You should also be equipped to understand and apply marketing information in more general management positions. In any case, you will be fully prepared to make a positive contribution to any organisation operating in a multicultural environment.

## PROGRAMME STRUCTURE

- The programme is composed of two preparatory modules, six core modules, two elective modules and a dissertation (for a total of 180 credit points).
- You will follow two non-credit bearing modules (Student Readiness Orientation and Foundations for Academic Success) that will prepare you for your online learning experience. For more information about these required preparatory modules refer to the [Centre for Student Success document](#).
- The first module will be nine weeks in length (two half weeks and seven full weeks). Each subsequent module lasts eight weeks. You take one module at a time in order to study a specific subject in-depth without distractions.

### Personalised study

- Students can customise their degree according to their individual requirements.

### Core modules

- Strategic Organisation
- Managing Finance
- International Business and Emerging Markets
- Managing in a Multicultural Context
- Marketing Management
- Marketing Research

### Elective modules

(students choose two)

- Consumer Behaviour
- Marketing of Services
- New Media & Social Network Marketing
- Global Account Management

### Dissertation

- Students refine their dissertation topic in conjunction with their Personal Dissertation Advisor, an academic supervisor who will provide support throughout the writing process.

### Programme duration

- The programme takes on average 30 months to complete. However, since students progress at their own pace, you may choose to complete your studies in as little as 24 months or spread them over 36 months.

## CORE MODULES

### Strategic Organisation

*Aim: To develop understanding of the processes involved in the performance of organisations and their constituent parts.*

- You will become familiar with leading-edge theory about organisation and management and how these processes inform strategy, organisational environment and performance. This module introduces, develops and models concepts of organisation, strategy and environment as they relate to performance. You will examine theories of organisational and management effectiveness; organisational inertia and change; organising and managing as strategic acts; classic management ideas and bureaucracy; contemporary organisational conditions and challenges; new forms of organising; power and politics in and around management; as well as corporate values and culture.

### Managing Finance

*Aim: To provide a comprehensive grounding in the financial management and aspects of financial reporting in organisations.*

- This module provides a framework that enables you to understand the role of accounting and finance in management and business; and how the information provided by accounting and finance supports decision-making by managers. In particular, it deals with basic principles of accounting and finance, the techniques of preparation of accounting and finance information and the fundamentals of costing and costing systems.

### International Business and Emerging Markets

*Aim: To enhance students' awareness of the global business environment.*

- You will learn how to analyse the decision-making processes, organisation, and management of international firms, using both theoretical and empirical approaches. In addition, you will develop an appreciation of the problems and risks facing international firms, and the means that they adopt to overcome them. Finally, this module will examine the new opportunities available in emerging markets, and the difficulties that accompany them.

### Managing in a Multicultural Context

*Aim: To equip students for the demands of operating across cultural boundaries.*

- You will gain an appreciation for the diversity of cultures encountered in international business, as well as strategies for operating effectively in a culturally diverse environment. You will acquire an understanding of leading theoretical models of multiculturalism, as well as examining your own skill levels and your knowledge of other cultures.

### Marketing Management

*Aim: To provide an understanding of marketing in terms of academic principles and practical applications.*

- You will gain an appreciation of the philosophy and function of marketing and master its key concepts. You will evaluate important components of the marketing environment and assess the business advantages of understanding customers, in terms of buyer behaviour, marketing research, segmentation, positioning and targeting. You will also examine the significance of global marketing strategies and be able to follow contemporary marketing debates.

### Marketing Research

*Aim: To facilitate the accumulation of relevant research to aid marketing decision-making.*

- In combining the best of traditional marketing research with contemporary methods, this module places greater emphasis on interpretation than on technical analysis. 'Hands-on' activities, involving qualitative and quantitative techniques, will help managers become informed and critical users of marketing research.

## ELECTIVE MODULES

### Consumer Behaviour

*Aim: To provide an understanding of how customers and consumers really behave.*

- This module will enable you to develop a critical appreciation of the theory of consumer behaviour and evaluate its contribution to marketing strategy. You will study the impact of cognitive psychology, the dimensions and limitations of a behaviourist perspective and the role and significance of external influences, such as reference groups and culture. You will also develop critical perspectives on the importance of consumer research.

### Marketing of Services

*Aim: To provide an understanding of the dominant role of service in contemporary marketing.*

- You will examine the importance of consumer experiences in the co-creation of value. This module will synthesise ideas from services marketing theory and practice, relationship marketing, and the emerging field of service science. You will identify how sensory perception influences cognitive and affective responses to a service environment, understand how consumers use and integrate their resources in the digital age, learn how to incorporate experiential elements in service design and have up-to-date knowledge of consumer perceptions of service quality.

### New Media & Social Network Marketing

*Aim: To introduce the concept of new media and social network marketing and build upon psychological and sociological theories for understanding these new approaches.*

- The marketing landscape is undergoing a fundamental transformation. While traditional vehicles such as magazine and television advertisement will continue to account for the majority of marketing dollars, their supremacy is declining rapidly. In their place, blogs, websites, search tools, and social networks are gaining increasing importance to the marketer. You will gain a thorough understanding of the role new media and social networking play in business to business marketing. In linking theory to practice, this module addresses topics such as Web 2.0 concepts & technologies, search engine optimisation (SEO), new media & globalisation, and the ethics of new media marketing.

### Global Account Management

*Aim: To develop analytic and strategic expertise to effectively manage global customer relationships in a multitude of countries with varying cultures.*

- More and more, large global customers are being managed by companies which require special expertise, systemic implementation of marketing programmes, and organisational alignment to ensure quality professional relationships. In this module you will be introduced to Global Account Management and learn how to examine processes, technology, and organisations needed to maintain and grow key global accounts through effective

channel and customer management. You will also acquire the skills to implement a set of multi-faceted solutions in marketing, sales, and delivery that will identify the clients' point of view and meet their requirements while growing profitable business from these key business to business clients.

### DISSERTATION

- The culmination of your programme, this written project demonstrates your mastery and integration of all your previous learning. The dissertation is the cornerstone of the UK university system. It is an original, scholarly work that applies your new knowledge and experience and allows you to prove your mastery of the techniques you have studied.
- Students choose their dissertation topic in conjunction with their Personal Dissertation Advisor, an academic supervisor who will provide support throughout the study and writing process.

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Laureate Online Education,  
the e-learning partner of the University of Liverpool

Laureate Online Education B.V.  
De Entree 11-97  
1101 BH Amsterdam Z.O.  
The Netherlands

[www.uol.ohecampus.com](http://www.uol.ohecampus.com)  
[info@ohecampus.com](mailto:info@ohecampus.com)  
+31 (0)20 713 0000