




**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Customer and International Market Analysis				
Module Code	UMKDFG-15-M	Level	M	Version	1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	Master of Business Administration				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	na	
First CAP Approval Date	13 February 2014		Valid from	September 2014	
Revision CAP Approval Date			Revised with effect from		

<b>Review Date</b>	September 2020
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate a comprehensive knowledge and understanding of the external contexts within which organisations work, encompassing macroeconomic issues, ethical issues, sustainable development and regulatory frameworks (Component B);</li> <li>• Evaluate and utilise relevant mechanisms by which organisations may position and market themselves to establish competitive advantage in international markets, whether existing or emerging (Component B);</li> <li>• Demonstrate knowledge and understanding of the development and operation of markets for resources, goods and services; customer expectations, service and orientation; (Components A and B)</li> <li>• Demonstrate the importance of understanding consumers in formulating competitive strategy and market positioning (Component A);</li> <li>• Make selective and critical use of appropriate academic resources for the examination of complex market and consumer issues (Components A);</li> <li>• Apply theories and concepts in devising appropriate marketing strategies and policies within a changing context to meet the needs of stakeholders (Components A and B).</li> <li>• Demonstrate effective oral and written communication of complex ideas and arguments using a range of media (Components A and B).</li> </ul>

	<p>All the above learning outcomes are formally assessed through components A and B of the assessment. In addition the educational experience may explore, develop, and practise but not formally discretely assess the following:</p> <ul style="list-style-type: none"> <li>• Time management skills;</li> <li>• Effectiveness at working independently;</li> <li>• Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.</li> </ul>	of f the																									
Syllabus Outline	<p><u>Critically Evaluating Global Business Markets</u>  The marketing planning process and Key Business Success Factors  Macroeconomic theory and market industry analysis  Analysing international market drivers and constraints, ethical and regulatory frameworks</p> <p><u>Critically Analysing Consumers and Consumption</u>  Customer Needs Analysis  Consumption Theories  Managing customer value and sustaining performance in global markets</p> <p><u>Competitive Positioning</u>  Competitive Positioning Strategies:  Target market selection and positioning;  Competitor analysis and developing competitive advantage;</p>																										
Contact Hours	<p>Learning in the module is achieved through a combination of interactions between tutors and students, Problem-Based Learning (PBL) activities, student-led discussions and independent study. Teaching and learning is undertaken through 12 x 3 hour sessions of study. These sessions are designed to actively support the development of independent learning strategies by the students.</p> <p>Teaching and learning activities may take the form of weekly class-based activities, concentrated blocks of class-based activities and/or through online engagement. The active use of a range of virtual learning tools and activities will allow for teaching and learning interactions to take place using a variety of technological media.</p>																										
Teaching and Learning Methods	<p>Teaching and learning sessions encompass a range of participative activities, such as case studies linked to a range of existing business and market challenges, problem solving activities and group discussion of relevant theories and concepts.</p> <p>Subject to availability, guest speakers will form an integral part of the teaching and learning on the module. All sessions require preparation in advance by the students and relevant reading and independent learning tasks will be detailed in the module handbook and online.</p>																										
Key Information Sets Information	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <div style="text-align: right; margin-top: 5px;"></div>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	
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The table below indicates as a percentage the total assessment of the module which constitutes a -

**Written Exam:** Unseen written exam, open book written exam, In-class test

**Coursework:** Written assignment or essay, report, dissertation, portfolio, project

**Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:			
Written exam assessment percentage		0%	
Coursework assessment percentage		60%	
Practical exam assessment percentage		40%	
			100%

**Reading Strategy**

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.

**Essential reading**

Students will be expected to read chapters from the recommended text and case studies and articles provided in a course booklet in preparation for the workshop sessions. This essential reading is all indicated in the course outline provided to the students and also available on Blackboard.

Course text (recommended for purchase):

Hollenson, S. (2010) *Marketing Planning: A Global Perspective*. McGraw Hill.

**Indicative Reading List**

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

Currie, D.M. (2011) *Country Analysis: Understanding economic and political performance*, Gower

Dwyer, F. and Tanner, J. (2008) *Business Marketing: Connecting Strategy, Relationships, and Learning*. (4th Ed) McGraw-Hill Irwin.

Hoffman, K. Bateson, J. Wood, E. and Kenyon, A. (2009) *Services Marketing: Concepts Strategies and Cases*, London: Cengage Learning.

	<p>Hollensen, S. (2012) <i>Essentials of Global Marketing</i>, Financial Times Prentice Hall</p> <p>Hooley, G.J., Piercy, N. and Nicoulaud, B. (2008) <i>Marketing strategy and competitive positioning</i>, Financial Times Prentice Hall.</p> <p>McDonald, M. and Mouncey, P. (2009) <i>Marketing Accountability: How to measure marketing effectiveness</i>, Kogan Page</p> <p>Moutinho, L. and Southern, G. (2010) <i>Strategic Marketing Management</i>, Cengage Learning.</p> <p>Parsons, E. and Maclaran, P. (2009) <i>Contemporary issues in marketing and consumer behaviour</i>, Butterworth-Heinemann</p> <p>Schiffman L and Kanuk L and Hansen H., (2008) <i>Consumer Behaviour –A European Outlook</i>, Prentice Hall,</p> <p>Sloman J and E. Jones (2011) <i>Economics and the Business Environment</i>, FT/Prentice Hall.</p> <p><i>Journals:</i>          European Journal of Marketing;          Harvard Business Review;          International Journal of Operations and Production Management;          International Journal of Quality and Reliability;          International Service Industry Management;          Journal of Marketing;          Journal of Marketing Management;          Journal of Marketing Research</p>
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<b>Part 3: Assessment</b>	
Assessment Strategy	<p>The assessments require students to undertake a detailed feasibility study of a specified industry and its related markets. Using relevant theories and concepts from the module students will undertake a market industry analysis in order to identify critical success factors for the launch of a new product or service or to address a decline in the existing market. Using these data they will produce a written feasibility study (component B, 3000 words) supported with a presentation of their findings and recommendations (Component A, 20 mins). In undertaking these tasks students will be expected to utilise the content of the module to identify contemporary and potentially pervasive issues affecting international markets and to show how they would create competitive advantage through their understanding of consumers and consequent market positioning.</p> <p>The presentation (Component A) will not necessitate a face-to-face interaction, as web based opportunities will be utilised where applicable for this aspect of assessment i.e., podcasts, webinar, DVDs.</p> <p>Throughout the module delivery opportunities will be taken for formative feedback and continuous feedback via the use of Blackboard and study group Blog activities as applicable. The devised assessment profile is applicable to all delivery approaches i.e., traditional weekly class based activities; block structured and distance learning.</p>

Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>40%</b>	<b>60%</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Group Presentation (20 mins)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Industry / Market Based Feasibility Study (2500 words)	100%	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Individual Presentation (20 mins)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Industry / Market Based Feasibility Study (2500 words)	100%	
If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.		