



## **Module Specification**

### **Customer and International Market Analysis**

Version: 2021-22, v3.0, 23 Nov 2021

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## Part 1: Information

**Module title:** Customer and International Market Analysis

**Module code:** UMKDFG-15-M

**Level:** Level 7

**For implementation from:** 2021-22

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Bristol Institute of Business Management, Frenchay Campus,  
Villa College

**Field:** Marketing

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** In addition to the learning outcomes the educational experience may explore, develop, and practise but not formally discretely assess the following:

Time management skills;

Effectiveness at working independently;

Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

**Outline syllabus:** You will cover:

The marketing analysis and planning process:

Marketing audit

Marketing Strategic analysis

Marketing objectives and strategy

Implementing and evaluating market decisions

Critically Evaluating Global Business Markets:

Macroeconomic theory and market industry analysis

Analysing international market drivers and constraints, ethical and regulatory frameworks

Critically Analysing Consumers and Consumption:

Customer Needs Analysis

Customer Behaviour

Managing customer value and sustaining performance in global markets

Competitive Positioning:

Competitive Positioning Strategies

Target market selection and positioning

Competitor analysis and developing competitive advantage

Accessing Markets:

Branding,

Distribution and pricing,

Digital and social media

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Demonstrate a comprehensive knowledge and understanding of the external contexts within which organisations work, encompassing macroeconomic issues, ethical issues, sustainable development and regulatory frameworks

**MO2** Evaluate and utilise relevant mechanisms by which organisations may position and market themselves to establish competitive advantage in international markets, whether existing or emerging

**MO3** Demonstrate knowledge and understanding of the development and operation of markets for resources, goods and services; customer expectations, service and orientation

**MO4** Demonstrate the importance of understanding consumers in formulating competitive strategy and market positioning

**MO5** Make selective and critical use of appropriate academic resources for the examination of complex market and consumer issues

**MO6** Apply theories and concepts in devising appropriate marketing strategies and policies within a changing context to meet the needs of stakeholders

**MO7** Demonstrate effective communication of complex ideas and arguments using a range of media

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdfg-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkdfg-15-m.html>

## **Part 4: Assessment**

**Assessment strategy:** The assessment requires students to analyse an industry, using relevant theories, frameworks, and concepts. Then they are to analyse and evaluate the current position of the case study company and make recommendations for a marketing strategy, identifying any risks or challenges associated with said recommendations.

The assessment requires students to produce an individual written case study (2500 words) taking the marketing audit as a starting point and making recommendations, drawing from appropriate models and theories covered in the module. In addition, students are required to write a reflection (500 words) on their experience of using on academic model or framework in their situation analysis.

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. In-class discussion and requirements to work as a group and feed back to the class with responses to tasks will be included in the delivery of the module.

**Assessment components:****Case Study - Component A (First Sit)**

Description: Industry/market based case study (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Case Study - Component A (Resit)**

Description: Industry/market based case study (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Administration [Sep][PT][Frenchay][2yrs] MBA 2021-22

Business Administration [Sep][FT][Frenchay][1yr] MBA 2021-22

Business Administration [Jan][PT][Frenchay][2yrs] MBA 2021-22

Business Administration [Jan][FT][Frenchay][1yr] MBA 2021-22

Business Administration [Feb][PT][Taylors][2yrs] MBA 2021-22

Business Administration [Jun][PT][Taylors][2yrs] MBA 2021-22

Business Administration [Sep][PT][Taylors][2yrs] MBA 2021-22

Business Administration [Mar][PT][Taylors][2yrs] MBA 2021-22

Business Administration [Jan][FT][BIBM][1yr] MBA 2021-22

Business Administration [Jan][FT][Villa][1yr] MBA 2021-22

Business Administration [May][FT][BIBM][1yr] MBA 2021-22

Business Administration [May][FT][Villa][1yr] MBA 2021-22

Business Administration [Sep][FT][BIBM][1yr] MBA 2021-22

Business Administration [Sep][FT][Villa][1yr] MBA 2021-22