



## MODULE SPECIFICATION

Part 1: Information			
Module Title	International Marketing Communications		
Module Code	UMKDSA-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	Global Marketing Management 2021-22, Global Marketing Management 2022-23		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p><b>Overview:</b> This module seeks to provide insight into the discipline of marketing within a global context. It aims to build knowledge via a framework of reference points and analytical tools to equip students with the confidence, knowledge and understanding that will enable them to work effectively in an global marketing environment. Students will gain an appreciation of the different approaches required in performing the marketing function in different regions, countries and cultures.</p> <p>The module seeks to provide the skills for global marketing management and communication through the use of examples, cases and situations drawn from a variety of industries, markets, cultures and operating environments.</p> <p><b>Educational Aims:</b> The module aims to enable students to:</p> <ul style="list-style-type: none"> <li>- acquire a critical understanding of marketing and the changing global environment in which organisations operate;</li> <li>- critically evaluate the theories and concepts relating to potential new market suitability</li> <li>- develop understanding of consumer cultural differences and how these impact marketing solutions</li> <li>- develop an analytical and enquiring approach in the analysis of market selection and problems associated with it, so that considered and appropriate conclusions are drawn</li> <li>- demonstrate an informed understanding of critical contemporary marketing issues and theoretical debates, including ethics &amp; ethical decision-making, and global citizenship.</li> </ul>

## STUDENT AND ACADEMIC SERVICES

**Outline Syllabus:** The syllabus is divided into three parts:-

1: Researching and evaluating Country Markets;

Typical content might include the dimensions of culture and key issues and challenges associated with international marketing; assessing the global environment;

2: Global consumers;

Topics may include consumer behaviour, consumer attributes and attitudes, social processes and lifestyle.

3: Cross border Marketing in action

This study unit typically examines understanding cultural impacts to support the fundamental skills of planning, coordinating and implementing global and local marketing campaigns

**Teaching and Learning Methods:** Students will be exposed to a variety of different learning activities which may include the following:-

- Case study analysis
- Guest lectures covering aspects of international marketing communications
- Problem-based challenges

### Part 3: Assessment

Component A: Group Presentation (10 minutes + 5 minutes of questions) within which students will be individually assessed on their ability to apply, evaluate and analyse key theory taught in the module and integrate the theory into a launch plan.

Component B: is a 2,500 word written report based on the analysis of an international marketing challenge facing an organisation. This is intended to enable assessment relating to skills of analysing market data developing critical analysis of key concepts covered in the module and giving clear recommendations for actions on a global marketing case study.

Formative feedback on the written report is provided and in-class seminar/ workshop activities centred on discussion and non-assessed presentation of case studies provides ongoing opportunities for informal feedback.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component B	✓	50 %	Component B: is a 2,500 word written report based on the analysis of an international marketing challenge facing an organisation. This is intended to enable assessment relating to skills of analysing market data and rationalising clear recommendations, developing critical analysis of key module concepts covered in the course and their appropriate application to a global marketing case study.
Presentation - Component A		50 %	Component A: Group Presentation (10 minutes + 5 minutes of questions) within which students will be individually assessed on their ability to apply, evaluate and analyse key theory taught in the module and integrate the theory into a launch plan.
Resit Components	Final Assessment	Element weighting	Description
Report - Component B		50 %	Component B: is a 2,500 word written report based on the analysis of an international marketing challenge facing an organisation. This is intended to enable assessment relating to skills of analysing market data and rationalising clear recommendations, developing critical analysis of key

## STUDENT AND ACADEMIC SERVICES

			module concepts covered in the course and their appropriate application to a global marketing case study.
Presentation - Component A	✓	50 %	Component A: Individual Presentation ( 5 minutes) within which students will be individually assessed on their ability to apply, evaluate and analyse key theory taught in the module and integrate the theory into a marketing plan

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Following successful completion of this module, students should be able to:	MO1
	Interpret and evaluate the underlying principles of global marketing.	
	Critically evaluate different approaches to international marketing.	MO2
	Critically analyse different cultural approaches to marketing and apply them to the challenge of operating in global markets.	MO3
	Demonstrate the skills of effective team-working	MO4
Contact Hours	<b>Scheduled Learning and Teaching Hours:</b>	
	Computer-based activities	12
	Lectures	12
	Workshops	12
	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	36
Reading List	<i>The reading list for this module can be accessed via the following link:</i>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

International Business Communication {Top-Up} BA (Hons) 2020-21

Marketing{Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21

Business and Management {Top Up}[Jan][FT][Frenchay][1yr] BA (Hons) 2020-21

Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21

Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2020-21

Business Management with Marketing {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons) 2020-21