



Module Specification

International Marketing Communications

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Part 1: Information

Module title: International Marketing Communications

Module code: UMKDSA-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: Global Marketing Management 2024-25, Global Marketing Management 2025-26

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

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.

Features: Not applicable

Educational aims: The module aims to enable students to:

- acquire a critical understanding of marketing and the changing global environment in which organisations operate;
- critically evaluate the theories and concepts relating to potential new market suitability
- develop understanding of consumer cultural differences and how these impact marketing solutions
- 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
- demonstrate an informed understanding of critical contemporary marketing issues and theoretical debates, including ethics & ethical decision-making, and global citizenship.

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

Part 3: Teaching and learning methods

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

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

MO1 Following successful completion of this module, students should be able to:

Interpret and evaluate the underlying principles of global marketing.

MO2 Critically evaluate different approaches to international marketing.

MO3 Critically analyse different cultural approaches to marketing and apply them to the challenge of operating in global markets.

MO4 Demonstrate the skills of effective team-working

Hours to be allocated: 150

Contact hours:

Computer-based activities = 12 hours

Total = 36

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: Task 1: 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.

Task 2: 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.

Assessment tasks:

Presentation (First Sit)

Description: task 1 Group Presentation

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Report (First Sit)

Description: Task 2: 2,500 word written report

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Task 1: Group Presentation

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Report (Resit)

Description: Task 2: is a 2,500 word written report

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business Communication {Top-Up} [Frenchay] BA (Hons) 2023-24

International Business Management {Top-Up} [BIBM] BA (Hons) 2023-24

International Business Management {Top-Up} [Villa] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Management {Top Up}[Frenchay] BA (Hons) 2023-24

Marketing{Top-Up} [Frenchay] BA (Hons) 2023-24