



Module Specification

Global Marketing

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Part 1: Information

Module title: Global Marketing

Module code: UMKDWK-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module introduces students to the challenges and opportunities of running marketing campaigns to a range of audiences in a global environment.

Features: Not applicable

Educational aims: The educational experience explores and develops but does not formally discretely assess the following:

Oral presentation and communications skills

Effectiveness at working in multi-cultural groups as leader and member

Time management skills

Effectiveness at working independently

Use of IT and electronic data resources to aid efficient research, communication and presentation of information.

Outline syllabus: You will cover:

Analysis:

International Trading Environment

Cultural Factors

Potential Market Assessment

Strategy:

Segmentation, Targeting and Positioning

Gaining Competitive Advantage

Market Entry Strategies

Implementation:

Managing Global Products and Services

Global Communications

Global Pricing

Global Distribution

Global Organisation

Part 3: Teaching and learning methods

Teaching and learning methods: Learning on the module is achieved through a combination of taught theory, class based activity and case analysis and independent study. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a wide range of participative activities including case studies, problem solving activities and group discussion. The sessions also require a significant amount of preparation by the students in advance and consequently they are issued with a module handbook detailing the overall aims of the module together with the outline of weekly activities and supplementary reading.

The module utilises a range of resources to support student learning and students' application of global marketing concepts and theories to real situations. The students' practical problem solving skills are developed through the use of case studies and the analysis of current global marketing content.

Students are encouraged to benefit from the range of different nationalities on the module in order to further their intercultural understanding and skills.

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

MO1 Critically evaluate and analyse a range of marketing issues in a global context

MO2 Demonstrate analytical and evaluative thought processes through the application and interpretation of key academic arguments to a practical scenario

MO3 Synthesise concepts and data from significant global marketing academic and commercial literature

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/FCE260C3-CE55-EC48-4293-E2A57F61B1A0.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/FCE260C3-CE55-EC48-4293-E2A57F61B1A0.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The 3,000 word report will require students to demonstrate their ability to analyse a global environment and use appropriate literature to propose ways to engage with the chosen audience.

Assessment tasks:

Written Assignment (First Sit)

Description: Report 3000 words

The assignment will require students to demonstrate their ability to analyse a global environment and use appropriate literature to propose ways to engage with the chosen audience.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Written Assignment (Resit)

Description: Report 3000 words

The assignment will require students to demonstrate their ability to analyse a global environment and use appropriate literature to propose ways to engage with the chosen audience.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24