

ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Global Marketing				
Module Code	UMKC8P-15-M		Level	M	Version 4.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL		Field	Marketing	
Department	BBS, Business and Management		Module Type	Standard	
Contributes towards	MSc Marketing; MSc Marketing Communications; MSc International Management MSc Business Management				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
First CAP Approval Date	26 March 2015		Valid from	September 2015	
Revision CAP Approval Date	3 June 2015		Revised with effect from	September 2015	

Review Date	September 2021
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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"> • Critically evaluate and analyse a range of marketing issues in a cross-cultural, cross-border, pan-regional and global context • Demonstrate analytical and evaluative thought processes through the application and interpretation of key academic arguments. • Demonstrate an ability to use theoretical models by applying them to a business case. • Engage with an appropriately applied selection of significant global marketing academic and commercial literature. • Understand how a company's marketing strategy will vary depending on the nature of its experience and involvement in international markets. • Undertake independent/self-directed learning. • Communicate effectively by written means demonstrating appropriate selection of relevant theories, concepts and a clear organisation of material.
Syllabus Outline	<ul style="list-style-type: none"> • <u>Analysis:</u> <ul style="list-style-type: none"> ○ International Trading Environment ○ Cultural Factors ○ Potential Market Assessment • <u>Strategy</u> <ul style="list-style-type: none"> ○ Segmentation, Targeting and Positioning

	<ul style="list-style-type: none">○ Branding○ Gaining Competitive Advantage○ Market Entry Strategies● <u>Implementation</u><ul style="list-style-type: none">○ Managing Global Products and Services○ Global Communications○ Global Pricing○ Global Distribution																									
Contact Hours	24 hours. (2 hours weekly for 12 weeks)																									
Teaching and Learning Methods	<p>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 <u>handbook</u> detailing the overall aims of the module together with the outline of weekly activities and supplementary reading.</p> <p>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.</p> <p>In addition , the educational experience explores and develops but does not formally discretely assess the following:</p> <ul style="list-style-type: none">● 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. <p>Students are encouraged to benefit from the range of different nationalities on the module in order to further their intercultural understanding and skills.</p> <p><u>Scheduled learning:</u> Weekly lecture/workshops – 2 hours per week for 12 weeks</p> <p><u>Independent learning:</u> preparation; supplementary reading and study; assignment preparation – 126 hours .</p>																									
Key Information Sets Information	<table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5">Number of credits for this module</td></tr><tr><td colspan="4"></td><td>15</td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>150</td><td>24</td><td>126</td><td>0</td><td>150</td></tr></table> <div>✓</div> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p>	Key Information Set - Module data					Number of credits for this module									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	24	126	0	150
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	<p>Written Exam: Case based unseen written exam (The case is given to students in advance of the exam in order for case analysis to take place)</p> <table><tr><td colspan="2">Total assessment of the module:</td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td colspan="2">Written exam assessment percentage</td><td colspan="2">100%</td></tr><tr><td colspan="2">Coursework assessment percentage</td><td colspan="2">0%</td></tr><tr><td colspan="2">Practical exam assessment percentage</td><td colspan="2">0%</td></tr><tr><td colspan="2"></td><td colspan="2">100%</td></tr></table>	Total assessment of the module:								Written exam assessment percentage		100%		Coursework assessment percentage		0%		Practical exam assessment percentage		0%				100%	
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Reading Strategy	<p>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 global marketing texts, electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>No one text book is recommended as essential reading. Instead students are encouraged to read from a range of different sources in order to gain a breadth of knowledge. Should students wish to purchase a text book to support their studies, the recommended text is</p> <p>Hollensen, S., (2013) sixth edition. <i>Global Marketing</i>, London, Pearson Education Limited.</p> <p>Specific details of the text will be updated annually in the module booklet issued to all students.</p>																								
Indicative Reading List	<p><u>Books:</u></p> <p>There are many good books covering the key elements of global marketing on the library shelves and a list of recommended texts will be included in the module handbook and updated each year.</p> <p>Examples are:</p> <p>Gillespie, K. and Hennessey, H.D. (2010) <i>Global marketing</i>, International Edition 3rd Edition. South Western College</p> <p>Johansson, J., (2006) <i>Global Marketing. Foreign entry, local marketing, and global management</i>. Fourth Edition. New York. McGraw-Hill International Edition.</p> <p>Keegan, W.J. and Green, M.C., (2013) <i>Global Marketing</i> 7th Edition. Pearson.</p> <p>Doole, I and Lowe, R., (2012) <i>International Marketing Strategy; analysis, development and implementation</i>, 6th Edition Cengage learning.</p> <p><u>Journals, Periodicals, Papers and On-line Resources</u></p> <p>Students are expected to refer to and utilise a selection of academic journals available via the library's electronic resources that publish academic research in the area of international and global marketing to supplement this, students on the module will also be expected to search for regular features and news relevant to the global marketing field in more practitioner focused sources of information both on-line and in printed media such as The Economist, Business Week and Fortune (more detailed web resources can be found on the Business Library web page for marketing)</p> <p>An indicative list of relevant academic journals includes:</p> <p>Californian Management Review</p>																								

	<p>European Journal of Marketing Harvard Business Review International Journal of Advertising International Marketing Review Journal of International Business Studies Journal of International Marketing Journal of World Business International journal of research in marketing International journal of advertising & marketing to children International journal of non-profit and voluntary sector marketing Journal of global ethics</p> <p>Details of all the journal articles and databases for use on this course, available through the library website, include: Business Source Premier; Emerald; IMID (Institute of Management International Databases); Lexis Library (Lexis Nexis); World Advertising Research Centre (WARC); Euromonitor; Mintel (mostly UK and European market reports); Marketline (useful company, industry and country profiles); Passport GMID (easily accessible industry, markets and economic commentary).</p>
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Part 3: Assessment	
Assessment Strategy	<p>The vehicle for assessment on this module comprises one individual element:</p> <ul style="list-style-type: none"> • A seen case study exam (3 hour duration) – 3 questions. <p><u>Assessment strategy</u> This assignment is designed to test the following:</p> <p>(i) Student's ability to draw on knowledge and understanding of key global marketing issues in order to critically evaluate their impact and importance in a relevant contemporary context.</p> <p>(ii) Student's ability to consider, evaluate and synthesise the relevant global marketing literature and theory as it applies to real world scenarios</p> <p>(iii) Student's awareness of the subtle and complex marketing dilemmas facing today's globally-oriented companies and markets and their ability to recommend realistic programmes of action</p> <p>(iv) Student's ability to independently construct and progress a coherently communicated argument.</p> <p><u>The task</u> The assessment will comprise a case study which is written or pre-selected on the basis that it reflects and provides the context for the examination of several relevant global marketing issues covered in the taught element of the module. The student will be expected to:</p> <p>i) Consider and research the background to the company(s)/scenario and global marketing topics and theory relevant to the case ahead of the exam</p> <p>ii) Critically evaluate the literature, theory and marketing information relating to the case study and assess the impact and influence of key factors on the case scenario</p> <p>iii) Discuss and analyse <i>marketing and strategic implications</i> for the company(s) featured, draw conclusions from the critical evaluation of the scenario and make recommendations that contribute to the creation of solutions for any problems facing the company(s) identified in the case and through the students own evaluation.</p> <p><u>Formative assessment</u> The student is required to contribute to a series of unrelated but comparable global marketing case study scenarios during the module either in groups or individually and present findings and analysis during the module sessions. Oral feedback will be provided during the presentations and all students are</p>

	expected to present the results of group discussions during the course of the module.
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Case based exam	100%	
Component B Description of each element	Element weighting (as % of component)	
1. n/a	0	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Case based exam	100%
Component B Description of each element	Element weighting (as % of component)
1. n/a	0
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	