



MODULE SPECIFICATION

Part 1: Information			
Module Title	Global Marketing		
Module Code	UMKC8P-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS, Business and Management		
Contributes towards	MSc Marketing; MSc Marketing Communications; MSc International Management MSc Business Management		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<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 handbook 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.

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

You will cover:

- Analysis:
 - International Trading Environment
 - Cultural Factors
 - Potential Market Assessment
- Strategy
 - Segmentation, Targeting and Positioning
 - Branding
 - Gaining Competitive Advantage
 - Market Entry Strategies
- Implementation
 - Managing Global Products and Services
 - Global Communications
 - Global Pricing
 - Global Distribution

Part 3: Assessment

The vehicle for assessment on this module comprises one individual element:

- A 3000-word project report

Assessment strategy

This assignment is designed to test the following:

- (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.
- (ii) Student's ability to consider, evaluate and synthesise the relevant global marketing literature and theory as it applies to real world scenarios
- (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
- (iv) Student's ability to independently construct and progress a coherently communicated argument.

The task

The assessment will comprise a case study that reflects several relevant global marketing issues covered in the taught element of the module. The student will be expected to:

- i) Consider and research the background to the company(s)/scenario and global marketing topics and theory relevant to the case
- 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
- iii) Discuss and analyse *marketing and strategic implications* 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.

Formative assessment/controlled conditions

The student is required to complete a series of activities based on their ongoing work on the case study throughout the course of the module. As well as constituting formative assessment, these tasks (which will be handed in as part of the final report) will serve as evidence that the final assessment is the student's own work.

Identify final timetabled piece of 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. 3000-word project report		100%																															
Component B Description of each element		Element weighting (as % of component)																															
Resit (further attendance at taught classes is not required)																																	
Component A (controlled conditions) Description of each element		Element weighting (as % of component)																															
1. 3000-word project report		100%																															
Component B Description of each element		Element weighting (as % of component)																															
Part 4: Learning Outcomes & KIS Data																																	
Learning Outcomes	On successful completion of this module students will be able to: <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 contextDemonstrate 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.																																
Key Information Sets Information (KIS)																																	
Contact Hours	<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><tr><td colspan="5"></td></tr></table>			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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The table below indicates as a percentage the total assessment of the module which constitutes a;																																	

Total Assessment	<p>Written Exam: Unseen or open book written exam</p> <p>Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test</p> <p>Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table><tr><td colspan="4">Total assessment of the module:</td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td colspan="4">Written exam assessment percentage</td><td>0%</td></tr><tr><td colspan="4">Coursework assessment percentage</td><td>100%</td></tr><tr><td colspan="4">Practical exam assessment percentage</td><td>0%</td></tr><tr><td></td><td></td><td></td><td></td><td>100%</td></tr></table>	Total assessment of the module:										Written exam assessment percentage				0%	Coursework assessment percentage				100%	Practical exam assessment percentage				0%					100%
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Reading List	<p>Reading list link</p> <p>https://uwe.rl.talis.com/lists/432C003D-2A6E-DC0A-4E6B-2EA1C7371A49.html</p>																														

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First CAP Approval Date	CAP 26 March 2015			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	7 March 2018	Version	5	link to RIA