



University of the
West of England

MODULE SPECIFICATION

Code: UMKC8P-15-M **Title:** Global Marketing

Version: 3

Level: M **UWE credit rating:** 15

ECTS credit rating: 7.5

Module type: Standard

Owning Faculty: FBL **Field:** Marketing

Discontinued from:

Valid from: 1 September 2004
(revised September 2007)

Contributes towards: MA Marketing, MSc International Management

Pre-requisites: None

Co-requisites: None

Excluded combinations: None

Learning Outcomes

On completion of this module successful students will be able to:

- critically evaluate and analyse a range of marketing issues in a cross-cultural, cross-border, pan-regional and global context
- critically appraise the nature and purpose of cross-national marketing management with an appropriately applied selection of significant global marketing academic and commercial literature
- demonstrate analytical and evaluative thought processes through the application and interpretation of key academic arguments
- discern between appropriate global marketing management approaches and form arguments based on evidence and discussion
- understand how a company's marketing strategy will vary depending on the nature of its experience and involvement in international markets
- understand how interdependence of markets might affect the formulation of international marketing strategies
- apply a range of analytical processes and tools to assess a company's global marketing activities, and explore ways in which these might be improved
- undertake independent/self-directed/learning
- communicate effectively by written means demonstrating appropriate selection of relevant theories, concepts and a clear organisation of material

In addition, the educational experience may explore, develop, and practise, but not formally discretely assess, the following:

- Oral presentation and communications skills;
- Effectiveness at working in groups as leader and member;
- Time management skills;
- Effectiveness at working independently;
- Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information

Syllabus Content

Nature of Global Marketing
Macro-marketing: Forces and Trends
The Culture Factor
International Market Entry

- Market Selection
- Market Entry

International Market Development

- Conception & Development
- Product, Service & Pricing
- Cross-border Communication Strategy
- Host-Market Distribution
- Coordination Strategy: Structure, Culture & Control
- The Future of Global Marketing.

Teaching and Learning Methods

Learning in the module is achieved through a combination of class based activity 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 course handout detailing the overall aims of the module together with expected reading and questions to be addressed.

Students are encouraged to relate the knowledge and skills gained through the course to the working environment in a creative way and to find competent solutions to current issues in international marketing management contexts. The independent study includes both preparatory reading for class sessions as well as reading that expands and deepens knowledge obtained through the class sessions.

Resources such as the University Library as well as the study skills web pages will aid learning.

Reading Strategy

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 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.

References will include but will not be restricted to:

Essential Reading (Core text book)

The module will draw heavily from a textbook that **all students are expected to purchase**. This text is currently:

Johansson, J.K. (2005) 4th Edition. *Global Marketing*, London: McGraw Hill

but specific details of the text will be updated annually in the module booklet issued to all students. Where students are referred to other essential reading they will either be provided with copies of sources or those sources will be available through the University Library

Further Indicative Reading

Books

Albaum, G., Strandskov, J. and Duerr, E. (2002) 4th Ed. *International Marketing*

Andrews, T.G., Chompusri, N. and Baldwin OBE, B.J. (2002) *Multinationals in Southeast Asia*, Routledge
Doole, I. and Lowe, R. (2004) 4th Ed. *International Marketing Strategy*, Thompson
Jeannet, J.P. and Hennessey, H.D. (2004) 6th Ed. *Global Marketing Strategies*, Houghton
Keegan, W. (2002) 7th Ed. *Global Marketing Management (International Edition)*
Kotobe, M. and Helsen, K. (2004) 3rd Ed. *Global Marketing Management*, Wiley
Hollensen, S. (2004) 3rd Ed. *Global Marketing*, Prentice Hall

Journals, Periodicals, Papers and On-line Resources

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)

An indicative list of relevant academic journals include:

Californian Management Review
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 nonprofit and voluntary sector marketing
Journal of global ethics

Assessment

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

- A seen case study exam (3 hour duration)

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 published case study available from ECCH or similar and 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:

- 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
- 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
- ii) Discuss and analyse *managerial 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

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.

Weighting between components A and B (standard modules only)

N/A

ATTEMPT 1

First Assessment Opportunity

Component A

1 Case based exam

Element weighting

100%

Second Assessment Opportunity (further attendance at taught classes is not required)

Second Assessment Opportunity

Component A

1 Case based exam

Element weighting

100%

SECOND (OR SUBSEQUENT) ATTEMPT Attendance at taught classes is required.

Specification confirmed byDate

(Associate Dean/Programme Director)