



Module Specification

Global Marketing

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Part 1: Information

Module title: Global Marketing

Module code: UMKC8P-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

Delivery locations: Frenchay Campus

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: Not applicable

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

Branding

Gaining Competitive Advantage

Market Entry Strategies

Implementation:

Managing Global Products and Services

Global Communications

Global Pricing

Global Distribution

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 cross-cultural, cross-border, pan-regional and global context

MO2 Demonstrate analytical and evaluative thought processes through the application and interpretation of key academic arguments

MO3 Demonstrate an ability to use theoretical models by applying them to a business case

MO4 Engage with an appropriately applied selection of significant global marketing academic and commercial literature

MO5 Understand how a company's marketing strategy will vary depending on the nature of its experience and involvement in international markets

MO6 Undertake independent/self-directed learning

MO7 Communicate effectively by written means demonstrating appropriate selection of relevant theories, concepts and a clear organisation of material

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkc8p-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkc8p-15-m.html>

Part 4: Assessment

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

A 3000-word project report

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 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.

Assessment components:

Report (First Sit)

Description: 3000 word project report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Report (Resit)

Description: 3000-word project report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Management [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

Business Management [Frenchay] MSc 2023-24

Business Management [Frenchay] MSc 2023-24

Business with Supply Chain Management [Frenchay] MSc 2023-24

Business with Digital Management [Frenchay] MSc 2023-24

Business Management [Frenchay] MSc 2022-23