


## CORPORATE AND ACADEMIC SERVICES

### MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Global Marketing Management				
Module Code	UMKD6Q-15-3		Level	3	Version1.1
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	BA(Hons) Business and Management, BA(Hons) International Business; BA(Hons) Marketing; BA(Hons) Marketing Communications; BA (Hons) Business Management with Marketing.				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	N/A	
First CAP Approval Date	QMAC Dec 11		Valid from	September 2012	
Revision CAP Approval Date	18 November 2015		Revised with effect from	September 2015	

<b>Review Date</b>	September 2018
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Part 2: Learning and Teaching	
Learning Outcomes	<p>Following successful completion of this module, students should:-</p> <ol style="list-style-type: none"> <li>1. Reflect upon the key marketing issues involved in the development of an organisation's international activities.</li> <li>2. Analyse and evaluate why marketing strategies may need to be standardised or adapted in order to compete effectively in global markets.</li> <li>3. Demonstrate the ability to apply theoretical and conceptual knowledge to practical international marketing contexts.</li> <li>4. Demonstrate critical awareness of the complexities and nuances presented by the challenge of operating in foreign markets.</li> </ol>
Syllabus Outline	<p><b>The syllabus is divided into three parts:-</b></p> <p><b>1) The Global Marketing Environment:</b> The concept and theory underpinning international marketing; key issues and challenges associated with international marketing; assessing the global environment;</p> <p><b>2) Internationalisation and Foreign Market Entry</b> Researching and prioritising potential country markets; foreign market entry: barriers, risks and control; market entry modes and expansion strategies</p>

	<p><b>3) Marketing in Foreign Markets</b> Global market segmentation, targeting and positioning; local market classifications and characteristics; understanding cultural impacts; planning, coordinating and implementing global and local marketing campaigns.</p>																																	
Contact Hours/Scheduled Hours	Contact will be through three hours of lectures and seminars each week. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation.																																	
Teaching and Learning Methods	<ul style="list-style-type: none"><li>• The teaching and learning strategy associated with this module is based around a series of lecture and tutorials. Lectures are used to develop a body of knowledge and offer recommendations for further related reading and knowledge development. Tutorials offer the opportunity for critical application of the theory accrued in lectures and private study, primarily through the use of topical and wide-ranging case studies.</li><li>• Students will be exposed to a variety of different learning activities which may include the following:-<ul style="list-style-type: none"><li>- Case study analysis</li><li>- Guest lectures covering aspects of global marketing</li><li>- Problem-based challenges</li></ul></li><li>• The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</li></ul>																																	
Key Information Sets Information	<b>Key Information Set - Module data</b>																																	
	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	36	114	0	150																													
																																		
	<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>																																	
<table><tr><td colspan="4">Total assessment of the module:</td><td></td></tr><tr><td colspan="4"></td><td></td></tr><tr><td colspan="4">Written exam assessment percentage</td><td>50%</td></tr><tr><td colspan="4">Coursework assessment percentage</td><td>50%</td></tr><tr><td colspan="4">Practical exam assessment percentage</td><td>0%</td></tr><tr><td colspan="4"></td><td>100%</td></tr></table>					Total assessment of the module:										Written exam assessment percentage				50%	Coursework assessment percentage				50%	Practical exam assessment percentage				0%					100%
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Practical exam assessment percentage				0%																														
				100%																														

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 electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these 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>Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.</p> <p><b>Essential reading</b> Students are expected to purchase or have open access to following text as it is considered core to the module:- <b>Hollensen, S. (2014) 6th Ed. <i>Global Marketing</i> Pearson ISBN: 978-0-273-273-77316-0 . Also available as e-book from:</b><a href="http://library.uwe.ac.uk/cgi-bin/uwe/permalink/fkey/k9780273726272/">http://library.uwe.ac.uk/cgi-bin/uwe/permalink/fkey/k9780273726272/</a></p>
Indicative Reading List	<p><b>Further reading</b></p> <p><b><u>Books</u></b></p> <p>Keegan and Green (2014) <i>Global Marketing</i>, 8<sup>th</sup> Edition,.</p> <p>Usinier and Lee (2012) <i>Marketing Across Cultures</i></p> <p>Keegan (2013) <i>Global Marketing Management: International Edition</i>. 8<sup>th</sup> Edition</p> <p>Czinkota and Ronkainen (2013) <i>International Marketing</i> 10<sup>th</sup> Edition</p> <p><b><u>Academic and Practitioner Journals</u></b></p> <p>European Journal of Marketing Journal of Marketing Management Harvard Business Review International Journal of Advertising International Marketing Review International Journal of Research in Marketing Journal of International Business Studies Journal of World Business Journal of Global Ethics</p> <p><b><u>Other</u></b></p> <p>Business Source Premier, Emerald, IMID (Institute of Management International Databases), 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), World Bank, International Monetary Fund (IMF), World Business Culture.</p> <p>Features and news found in more practitioner focused on-line and printed media such as <b>The Economist, Business Week, Fortune and Management Today</b> are also useful.</p> <p>Any/all broadsheet newspapers</p>

Part 3: Assessment			
Assessment Strategy	Assessment is based on two summative components.		
	Component A: is a 2 hour examination at the end of the module which is intended to assess students' knowledge and understanding of key module concepts not covered in the written report. (LO: 1,2)		
	Component B: is a 2,500 word written report based on case study analysis of an international marketing challenge facing an organisation. (LO: 3,4) To be completed by week 10 of the module, this is intended to enable assessment relating to skills of report writing (including structure, presentation and rationalising clear recommendations), critical analysis of key module concepts covered in the first part of the course and their appropriate application to a global marketing case study.		
	Formative feedback on the written report is provided and in-class seminar/ workshop activities centred on discussion and non-assessed presentation of case studies provides ongoing opportunities for informal feedback.		
Identify final assessment component and element		Component A	
% weighting between components A and B (Standard modules only)		A:	B:
		50%	50%
First Sit			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Exam (two hour)		100%	
Component B Description of each element		Element weighting (as % of component)	
1. Individual essay (2,500 words)		100%	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Exam (two hour)		100%	
Component B Description of each element		Element weighting (as % of component)	
1. Individual essay (2,500 words)		100%	
If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.			