



MODULE SPECIFICATION

Part 1: Information			
Module Title	Global Marketing Management		
Module Code	UMKD6Q-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS, Business and Management		
Contributes towards	BA(Hons) Business and Management, BA(Hons) International Business; BA(Hons) International Business Management; BA(Hons) Marketing; BA(Hons) Marketing Communications; BA (Hons) Business Management with Marketing.		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>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.</p> <p>Students will be exposed to a variety of different learning activities which may include the following:-</p> <ul style="list-style-type: none"> - Case study analysis - Guest lectures covering aspects of global marketing - Problem-based challenges <p>You will cover: The syllabus is divided into three parts:-</p> <p>1) The Global Marketing Environment: The concept and theory underpinning international marketing; key issues and challenges associated with international marketing; assessing the global environment;</p> <p>2) Internationalisation and Foreign Market Entry Researching and prioritising potential country markets; foreign market entry: barriers, risks and control; market entry modes and expansion strategies</p> <p>3) Marketing in Foreign Markets</p>

Global market segmentation, targeting and positioning; local market classifications and characteristics; understanding cultural impacts; planning, coordinating and implementing global and local marketing campaigns.

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.

Part 3: Assessment

Assessment is based on two summative components.

Component A: Group Presentation (20 mins) within which students will be individually assessed on their ability to apply, evaluate and analyse key theory taught in the module and integrate the theory into a plan which can be operationalised.

Component B: is a 2,500 word written report based on case study analysis of an international marketing challenge facing an organisation. This is intended to enable assessment relating to skills of analysing market data and rationalising clear recommendations, developing critical analysis of key module concepts covered in 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 timetabled piece of 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. Group Presentation (20 mins)	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. Individual Presentation	100%
Component B Description of each element	Element weighting (as % of component)
1. Individual essay (2,500 words)	100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	<p>Following successful completion of this module, students should:-</p> <ol style="list-style-type: none"> 1. Reflect upon the key marketing issues involved in the development of an organisation's international activities. (Components A & B) 2. Analyse and evaluate why marketing strategies may need to be standardised or adapted in order to compete effectively in global markets. (Components A & B)
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First Approval Date (and panel type)	QMAC December 2011			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	15 January 2019	Version	2	link to RIA