

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Global Marketing Management					
Module Code	UMKD6Q-15-3		Level	3	Version	1
Owning Faculty	FBL		Field	Marketing		
Contributes towards	BA(Hons) Business Studies; BA(Hons) International Business Studies; BA(Hons) Marketing; BA(Hons) Marketing Communications; BA (Hons) Business with Marketing;					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard	
Pre-requisites			Co- requisites			
Excluded Combinations	None		Module Entry requirements	Stand alone		
Valid From	September 2012		Valid to			

CAP Approval Date	
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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"> 1. Reflect upon the key marketing issues involved in the development of an organisation's international activities. 2. Analyse and evaluate why marketing strategies may need to be standardised or adapted in order to compete effectively in global markets. 3. Demonstrate the ability to apply theoretical and conceptual knowledge to practical international marketing contexts. 4. Demonstrate critical awareness of the complexities and nuances presented by the challenge of operating in foreign markets.
Syllabus Outline	<p>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 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"> 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. Students will be exposed to a variety of different learning activities which may include the following:- <ul style="list-style-type: none"> Case study analysis Guest lectures covering aspects of global marketing Problem-based challenges The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.
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>Essential reading Students are expected to purchase or have open access to following text as it is considered core to the module:-</p> <p>Hollensen, S. (2011) 5th Ed. <i>Global Marketing: a decision-oriented approach</i>, Prentice Hall</p>
Indicative Reading List	<p>Further reading</p> <p><u>Books</u></p> <p>Albaum, G. & Duerr, E. (2008) 6th Ed. <i>International Marketing and Export Management</i>, Prentice Hall.</p> <p>Clark, G. & Wilson, I. (2009), <i>International Marketing</i>, McGraw-Hill.</p> <p>Czinkota, M. & Ronkainen, I. (2010) 9th Ed. <i>International Marketing</i>, Thomson.</p> <p>Doole, I. & Lowe, R. (2008) 5th Ed. <i>International Marketing Strategy</i>, Thompson.</p> <p>Ghauri, P. & Cateora, P. (2010) 3rd Ed. <i>International Marketing</i>, McGraw-Hill.</p> <p>Jeannet, J.P. & Hennessey, H.D. (2004) 6th Ed. <i>Global Marketing Strategies</i>, Houghton.</p> <p>Johansson, J.K. (2010), 5th Ed. <i>Global Marketing: Foreign Entry, Local Marketing and Global Management</i>, McGrawHill</p> <p>Kotabe, M. & Helsen, K. (2010) 5th Ed. <i>Global Marketing Management</i>, Wiley.</p> <p>Keegan, W. J. & Green, M, (2010) 6th Ed. <i>Global Marketing</i>, global edition, Prentice Hall.</p> <p>Usunier, J-C. & Lee, J.A. (2009) 5th Ed. <i>Marketing across Cultures</i>, Prentice Hall</p>

	Academic and Practitioner Journals 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 <u>Other</u> Any/all broadsheet newspapers
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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 an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.			