



MODULE SPECIFICATION

Part 1: Information			
Module Title	Global Marketing Management		
Module Code	UMKD6Q-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: The syllabus is divided into three parts:</p> <ol style="list-style-type: none"> 1) The Global Marketing Environment: The concept and theory underpinning international marketing; key issues and challenges associated with international marketing; assessing the global environment 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 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>Teaching and Learning Methods: 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>

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Students will be exposed to a variety of different learning activities which may include the following:

Case study analysis

Guest lectures covering aspects of global marketing

Problem-based challenges

Part 3: Assessment

Assessment has one component with two elements. The two elements meet the four module learning outcomes and element 2 builds on the analysis undertaken in element 1.

Component A:

Element 1 - Formative individual element: students submit a maximum of 10 PowerPoint slides summarizing their analysis of an international market (macro and micro analysis) and of an organisation.

25% weighting

Element 2 - Individual booklet

Building on their analysis of the market and organisation, students take on the role of a consultant and produce a booklet with up to a maximum of 2500 words which advises the organisation how to enter the market successfully and justifying the approach. Element 1 will form the appendix to this booklet

75% weighting

These two elements enable assessment relating to skills of analysing market and company data and reflecting on challenges involved in developing an organisation's overseas activities. Students will be required to critically apply theoretical models as part of their analysis and to illustrate how they might need to adapt their approach to enter international markets successfully.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A		25 %	PowerPoint slides
Written Assignment - Component A	✓	75 %	Booklet - maximum 2500 words
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A		25 %	PowerPoint slides
Written Assignment - Component A	✓	75 %	Booklet

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Critically reflect on the key marketing challenges involved in the development of an organisation's international activities.	MO1

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	Demonstrate through thorough market and company analysis and evaluation why marketing strategies may need to be adapted in order to compete effectively in global markets.	MO2
	Critically apply theoretical models to practical international marketing contexts.	MO3
	Demonstrate critical awareness of the complexities and nuances presented by the challenge of operating in foreign markets.	MO4
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umkd6q-15-3.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

International Business Management {Top-Up} [Sep][FT][NEU][1yr] BA (Hons) 2020-21
 Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Business Management with Marketing {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2020-21
 Marketing {Top-Up} BA (Hons) 2020-21
 Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2020-21
 Business and Management {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2020-21
 International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 International Business Management [Sep][FT][NEU][3yrs] BA (Hons) 2018-19
 International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
 Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19

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Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2018-19
Marketing Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
Marketing Management[Jan][FT][Northshore][3yrs] - Not Running BSc (Hons) 2017-18
Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2018-19
Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19
Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2018-19