



Module Specification

Global Marketing Management

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Part 1: Information

Module title: Global Marketing Management

Module code: UMKD6Q-15-3

Level: Level 6

For implementation from: 2021-22

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, International University Vietnam, National Economics University Vietnam, Northshore College of Business and Technology, Taylors University, The British College Nepal

Field: Marketing

Module type: Standard

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: See Learning Outcomes

Outline syllabus: The syllabus is divided into three parts:

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.

Part 3: Teaching and learning methods

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.

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

Module Learning outcomes:

MO1 Critically reflect on the key marketing challenges involved in the development of an organisation's international activities.

MO2 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.

MO3 Critically apply theoretical models to practical international marketing contexts.

MO4 Demonstrate critical awareness of the complexities and nuances presented by the challenge of operating in foreign markets.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 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/umkd6q-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkd6q-15-3.html>

Part 4: Assessment

Assessment strategy: Component A (25%)- PowerPoint slides

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.

Component B (75%) - 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. Component A will form the appendix to this booklet.

These two components enable assessment relating to skills of analyzing 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.

Assessment components:**Written Assignment - Component A (First Sit)**

Description: PowerPoint slides

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment - Component B (First Sit)

Description: Booklet - maximum 2500 words

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment - Component A (Resit)

Description: PowerPoint slides

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

Written Assignment - Component B (Resit)

Description: Booklet

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management {Top Up}[Sep][FT][DeITel][1yr] BA (Hons) 2021-22

International Business Management {Top-Up} [Sep][FT][NEU][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][CU][1yr] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2021-22

Business Management with Marketing {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons) 2021-22

Business and Management {Top Up}[Sep][FT][INTUNI][1yr] BA (Hons) 2021-22

Business Administration [Jan][FT][Northshore][3yrs] BSc (Hons) 2018-19

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2018-19

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2019-20

Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2019-20

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2019-20

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

Marketing Communication Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-
20

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-
20

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-
20

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons)
2019-20

International Business Management [Sep][FT][NEU][3yrs] BA (Hons) 2019-20

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA
(Hons) 2019-20

Business Management with Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-
20

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business Administration [Jan][SW][Northshore][4yrs] BSc (Hons) 2018-19

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2018-19

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2018-19

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2018-19

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Marketing Communication Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Marketing Communication Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2018-19