



## **Module Specification**

### **Global Marketing Management**

Version: 2023-24, v4.0, 12 Jul 2023

#### **Contents**

|  |          |
|--|----------|
| <b>Module Specification .....</b>                  | <b>1</b> |
| <b>Part 1: Information .....</b>                   | <b>2</b> |
| <b>Part 2: Description .....</b>                   | <b>2</b> |
| <b>Part 3: Teaching and learning methods .....</b> | <b>3</b> |
| <b>Part 4: Assessment.....</b>                     | <b>4</b> |
| <b>Part 5: Contributes towards .....</b>           | <b>6</b> |

## **Part 1: Information**

**Module title:** Global Marketing Management

**Module code:** UMKD6Q-15-3

**Level:** Level 6

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Marketing

**Module type:** Module

**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:** On successful completion of this module students will achieve the following 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/umkd6g-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkd6g-15-3.html>

## **Part 4: Assessment**

**Assessment strategy:** Written Assessment (25%)- PowerPoint slides

Formative individual element: students submit a maximum of 13 PowerPoint slides summarizing their analysis of an international market (macro and micro analysis) and of an organisation.

Written Assessment (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.

These two tasks 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 tasks:****Written Assignment (First Sit)**

Description: Booklet - maximum 2500 words

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (First Sit)**

Description: PowerPoint slides (maximum 13 slides)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (Resit)**

Description: Booklet - maximum 2500 words

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (Resit)**

Description: PowerPoint slides (maximum 13 slides)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business and Management {Top Up}[CUEB] BA (Hons) 2023-24

Business and Management {Top Up}[DeITel] BA (Hons) 2023-24

International Business Management {Top-Up} [NEU] BA (Hons) 2023-24

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)  
2021-22

Business and Management {Top Up} [INTUNI] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [INTUNI] BA (Hons) 2023-24

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA  
(Hons) 2021-22

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-  
22

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20