

### MODULE SPECIFICATION FORM

Module Title: Global Marketing	Level: 6	Credit Value: 20
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Module code: BUS603	Cost Centre: GAMG	JACS2 code: N500
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Semester(s) in which to be offered: 1	With effect from: September 2013
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<b>Office use only:</b> To be completed by AQSU:	Date approved: Updated Sept 2013 to Date revised: include BSc App Design Version no: and/or BSc ITMB
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic area: Business and Management	Module Leader: Ben Binsardi
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Module duration (total hours): 200 Scheduled learning & teaching hours: 33 Independent study hours: 167  Placement hours: None	Status: core/option/elective (identify programme where appropriate): Core on BA Business Marketing, Option on other programmes
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Percentage taught by Subjects other than originating Subject (please name other Subjects):	None
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Programme(s) in which to be offered: BSc App Design BA Business and Events Management BA Business Management BA Business Marketing BA Business Accounting BSc Computer App design BSc IT Management with Business	Pre-requisites per programme (between levels):  None
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**Module Aims:**

1. To develop a thorough understanding of 'Global Marketing' theories and concepts
2. To develop an understanding of vocabulary associated with a global marketing strategy in the different types of economies and markets
3. To develop an understanding for planning, implementing, and controlling global marketing strategies

**Expected Learning Outcomes:**

Upon successful completion of this course, students will be able to:

1. Demonstrate an understanding of the nature of the global environment, major trends, affecting the global decision, and the different social and cultural conventions which affect buying behaviour, strategic marketing policy and marketing mix approaches
2. Evaluate strategic marketing mix and policy appropriate to industrialised, developing and lesser developed economies, and identify the relevant sources of information to support the appropriate strategy
3. Formulate strategies determine the appropriate control measures for export, global, multi-national, transactional and global marketing operations and evaluate relevant organisational changes as a company moves through the export to global spectrum
4. To justify an appropriate marketing mix strategy and evaluate financial, human resource, and logistical implications of different global marketing strategies

**Transferable/Key Skills and other attributes:**

Analytical skills, communication and presentation skills

Project management skills for preparing an Global Marketing Website

Numerical and psychomotor skills for undertaking global market analysis

**Assessment:**

Assessment 1: Assignment with global marketing strategies

Assessment 2: Global Marketing Project

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (if coursework)
One	1	Coursework	25%		1,000
Two	1 - 4	Project	75%		3,500

### Learning and Teaching Strategies:

Students are expected to participate in all lectures, tutorials, blackboard and online discussions. Besides lectures, there will be several tutorials. In small discussion groups, students have to analyse the prospect of marketing in various countries based on their reading of newspapers.

Students are encouraged to employ internet as one of global marketing tools by using a web authoring tool such as Microsoft FrontPage or Macromedia Dreamweaver with minimal HTML codes for undertaking a 'Global Marketing' project,

- Organising and explaining different marketing strategic approaches arising from selling products / services to two different countries
- Selecting, justifying and developing effective *market-entry* strategies and *marketing-mix* strategies (7Ps of Price, Product, Promotion, Place, People, Process, and Physical Evidence) for the global business operations in divergent economies
- Evaluating, explaining and justifying appropriate information obtained from surveys / marketing research etc

### Syllabus Outline:

#### Global strategic analysis

- Identifying opportunities in the global environment. Changing patterns of trade globally and types of markets (product/service/ commodity/not for profit).
- The changes in the world trading environment: (e.g. European Union, ASEAN etc) and trading blocs.
- The SLEPT factors: social/cultural, legal, economic, political, technological and ethical, green and other environmental considerations.
- The 'C' factors: countries, currency, competitors and their effect on global marketing planning.
- Buying behaviour in different countries at different stages of economic and political development.
- Market research agency selection for global marketing support, the use of databases, intelligent and expert systems. Government initiatives and the importance of cross-cultural analysis.

### **Global strategic planning**

- Differences in global marketing planning between developed countries and Lesser Developed Countries (LDCs) and developing and emergent economies.
- The globalisation process: partnering, alliances, mergers and their effect on the structure of industry and the competitive environment.
- The cross-cultural dimensions of global activity and cultural sensitivity.
- Standardisation and differentiation: the issues of globalisation in global marketing.
- The determination of market entry choices, selection and decision and the implications for global financing to support entry strategies.

### **Global strategic implementation and control**

- Identifying and selecting a product management strategy.
- Determining pricing strategies for global markets: skimming and penetration pricing; currency considerations in exporting and global marketing. Price escalation in the value chain, the futures market, hedging/forward buying, tendering, bartering and specific pricing methods.
- Determining global marketing communications issues relating to global positioning strategies. The importance of cultural differences and similarities.
- Global technological developments and their competitive effect e.g. E-commerce, and global media
- Assessing the people elements of global operations; \* cross/inter cultural dimensions and transaction activity and human involvement.
- Implementing a global marketing strategy across different countries and its implications. The tactical and operational issues relevant to different countries and situations.

### **Bibliography:**

Bradley, F. (2008) *Global Marketing Strategy*, London: Prentice Hall. ISBN 0- 273-655-71-x

CIM (2007) *Global Marketing Strategy*, PG Diploma level, London; BPP Publisher. ISBN 0-751-741-213

Doole, I. and Lowe, R. (2008) *Global Marketing Strategy*, London; Thomson, ISBN 1-861-527-721.

### **Internet References:**

<b>Subject</b>	<b>Web Address</b>	<b>Description</b>
Global Strategic Analysis	<a href="http://www.tradepartners.gov.uk">www.tradepartners.gov.uk</a> <a href="http://www.dti.gov.uk">www.dti.gov.uk</a> <a href="http://www.britishchambers.org.uk">www.britishchambers.org.uk</a>	Useful advice from UK government on global trading issues
Global Strategic economic Planning of the	<a href="http://www.mckinseypuarterly.com">www.mckinseypuarterly.com</a> (see 'economic performance' development and cultural issues from one of the	Free full text articles on globalisation,

Co-operation policy resources on	section) <a href="http://www.oecd.org">www.oecd.org</a>	world's premier business journals The Organisation for Economic and Development site links to articles, documents and other extensive global trading issues, labour market deregulation and social policies
about across	<a href="http://www.eiu.com">www.eiu.com</a>	The Economist Intelligence Unit provides detailed reports and other information establishing and managing operations national borders
issues,	<a href="http://www.globalexchange.org">www.globalexchange.org</a>	Global Exchange is a non-profit research, education, and action centre dedicated to promoting ties around the world. There is extensive information on human rights sweatshops, fair trade policies etc
Global Strategy Group, an Implementation and and Control Site Free	<a href="http://www.boma.org">www.boma.org</a>	The Business Process Management interest group developed to understand support the implementation of change. contains a number of useful case studies. Associate membership, fee charged for additional services
Library	<a href="http://www.change-management.org">www.change-management.org</a>	The Change Management Resource containing useful articles and links
against	<a href="http://www.dti.gov.uk">www.dti.gov.uk</a>	A wide range of information and services designed to help firms improve their performance through bench marking
	<a href="http://www.unilever.com">www.unilever.com</a>	best practice Classic examples of global marketing strategies