

Module specification

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Refer to guidance notes for completion of each section of the specification.

Module Code	ONLM729
Module Title	Global Marketing
Level	7
Credit value	15
Faculty	FSALs
HECoS Code	100079
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

For office use only	
Initial approval date	29th July 2024
With effect from date	September 2024
Date and details of revision	
Version number	1

Module aims

This module examines specific issues involved in developing and executing marketing strategies on a global scale as opposed to a domestic scale. The module will provide you with a thorough understanding of global marketing strategies will help you achieve your career goals as you work in or with companies that are active in the international marketplace as well as domestic companies who face active international competitors.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically design and develop a comprehensive marketing strategy that incorporates business intelligence and research to improve organisational performance and cultural diversity.
2	Critically examine and execute an international marketing campaign that effectively utilises the marketing mix and aligns with an organisation's strategic focus.
3	Utilise qualitative and quantitative consumer data to develop effective international marketing strategies and digital skills, predict channel alignment with global marketing culture.
4	Formulate an optimised marketing mix for a firm's global expansion, demonstrating an understanding of market entry and strategies that align with the organisation's goals.
5	Critically evaluate international marketing research and decision tools, to assess and analyse an organisation's current and future global position and emerging strategies.

Assessment

Indicative Assessment Tasks:

Formative Assessment

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.



Summative Assessment

Assignment 1:

Learners are to complete a written comprehensive, relevant and researched marketing strategy and international marketing campaign on a chosen company, discussing both the strengths and limitations of that strategy within a specified market. (Indicative word count – 1,000 words).

Assignment 2:

Taking findings from assignment 1 (strategy and campaign), learners are to present a written assignment on a comprehensive and academically researched marketing plan to develop international strategies in line with global marketing culture, evidencing and critically discussing a proposed marketing mix for both internal and external organisational performance, objectives and global achievement. (Indicative word count – 2,000 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Written Assignment	40%
2	3, 4, 5	Written Assignment	60%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.



Indicative Syllabus Outline

Global marketing culture and communication
Strategic metrics and consumer insights
Markets and their position
Markets within a global context
Global marketing analysis and brand management

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*

Essential Reads

Journal of Marketing
Journal of Global Marketing
Journal of Business and Management
International Journal of Business and Management
Journal of International Economics
International Trade Journal
Journal of Business Research
International Journal of Corporate Social Responsibility

Other indicative reading

Cateora, P. (2017), "International Marketing", 17th edn., McGraw Hill Education

Daniel W. Baack, Barbara Czarnecka and Donald Baack (2018) "International Marketing, 2nd edn., Sage publications

Jobber and Chadwick (2020), Principles and Practice of Marketing, 9th edn., McGraw Hill