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| Module code: | BUS658 |
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| Module Title: | Global Marketing |
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| Level: | 6 | Credit Value: | 16 |
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| Cost Centre(s): | GABP | JACS3 code: | N500 |
| | | HECOS code: | 100075 |

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|-----------------|------|-----------------------|---------------------------------|
| Faculty: | FSLS | Module Leader: | Dr. Izwan Harith Bin Md. Ithnan |
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| Scheduled learning and teaching hours | 56 hrs |
| Guided independent study | 104 hrs |
| Placement | 0 hrs |
| Module duration (total hours) | 160 hrs |

| Programme(s) in which to be offered (not including exit awards) | Core | Option |
|--|------|--------------------------|
| BA (Hons) Business Administration (Level 6 Top Up) | ✓ | <input type="checkbox"/> |

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| Pre-requisites |
| N/A |

Office use only

Initial approval August 2018

Version no: 1

With effect from: 01/05/2019

Date and details of revision: Jan 2021 - Temporary change to assessment for 2020-21 due to Covid-19.

Version no: 3

Revised 24/09/2021 – Revert back to pre-Covid assessment

Module Aims

MA 1: To enable students to analyze and evaluate the characteristics of international markets

MA 2: To equip students with understanding of how to develop appropriate marketing decisions and strategies in a potentially complex and multi-cultural situation.

Intended Learning Outcomes

Key skills for employability

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|------|---|
| KS1 | Written, oral and media communication skills |
| KS2 | Leadership, team working and networking skills |
| KS3 | Opportunity, creativity and problem-solving skills |
| KS4 | Information technology skills and digital literacy |
| KS5 | Information management skills |
| KS6 | Research skills |
| KS7 | Intercultural and sustainability skills |
| KS8 | Career management skills |
| KS9 | Learning to learn (managing personal and professional development, self-management) |
| KS10 | Numeracy |

At the end of this module, students will be able to

Key Skills

| | | | |
|---|--|------|--|
| 1 | Discuss the complexity of the global environment and how it impacts upon the full range of marketing decisions | KS1 | |
| | | KS3 | |
| 2 | Locate sources of information on global markets and critically evaluate the validity of such data | KS10 | |
| | | KS3 | |
| 3 | Demonstrate an appreciation of the way consumers from different cultures respond to different marketing stimuli | KS7 | |
| | | KS1 | |
| 4 | Evaluate and select potential global markets including the adoption of specific methods of market entry. | KS8 | |
| | | KS5 | |
| 5 | Critically analyze the key issues involved in making global marketing decisions and how these may vary from domestic market practice | KS1 | |
| | | KS3 | |
| 6 | Make appropriate decisions for global marketing strategy and its implementation | KS4 | |

Transferable skills and other attributes

| Type of Skill | Skills development | Method of assessment |
|-----------------------|----------------------------------|----------------------------------|
| Communication skills | Class interaction, presentation | Presentation |
| Writing skill | Lecture and Independent Learning | Mid Term and Final Examination |
| Problem solving skill | Case studies | Assignment and Final Examination |

Derogations*None***Assessment: Course & Examination**

Indicative Assessment Tasks:

Assessment One:

Explore and analyze the key aspects of global marketing to market a domestic product of your choice into the global market. (2000 words essay, group presentation)

Assessment Two:

This is a closed-book exam covering areas of the syllabus. (3 hours, individual written exam)

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration (if exam) | Word count (or equivalent if appropriate) |
|-------------------|-----------------------------|--------------------|---------------|--------------------|---|
| 1 | LO1-LO6 | Presentation | 40% | | 2,000 words |
| 2 | LO4-LO6 | Final examination | 60% | 3 hours | |

Learning and Teaching Strategies:

Assignments, Presentation, Mid- Term and Final Examinations

Syllabus outline:

| Content outline of the course / module and the SLT per topic | L | T | O | A |
|--|---|-----|---|---|
| 1. Course overview and review of marketing fundamentals <ul style="list-style-type: none"> The International Marketing Syllabus Introduction to Marketing: "A Typical Syllabus" Strategic Market Planning | 3 | 1.5 | 2 | |
| 2. International marketing and the international <ul style="list-style-type: none"> Trading environment What is International Marketing? Stages in International Development 'EPRG' Framework | 3 | 1.5 | 2 | |
| 3. Social and cultural considerations <ul style="list-style-type: none"> A Cultural Framework Eliminating Self-reference Criteria (SRC) Hofstede's Criteria (2001) | 3 | 1.5 | 2 | |
| 4. Assessing market attractiveness <ul style="list-style-type: none"> Assessing (potential) Country Returns Assessing Country Risks Systematic approach to international market selection | 3 | 1.5 | 2 | |
| 5. International marketing research <ul style="list-style-type: none"> Marketing Research Process Scanning International Markets Specific Overseas Problems | 3 | 1.5 | 2 | |

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|--|----|-----|-----|---|
| 6. International niche marketing strategies and global strategies <ul style="list-style-type: none"> • Meaning of 'Globalisation' • Alternative World Wide Strategies • Continuum of Standardisation | 3 | 1.5 | 2 | |
| 7. Market entry strategies <ul style="list-style-type: none"> • Market Selection Decisions • A Hierarchical Model of Choice of Entry Modes • The "Uppsala model" of the Internationalisation Process | 3 | 1.5 | 2 | |
| 8. International product and service management <ul style="list-style-type: none"> • The Total Product Offer • International Product Policy Options • International Brand Strategies | 3 | 1.5 | 2 | |
| 9. Case study activity | 3 | 1.5 | 1 | |
| 10. International distribution and logistics <ul style="list-style-type: none"> • Inter-relationship of Channel Objectives • 11 C MODEL: Selecting Appropriate Channel Intermediaries • International Electronic Forms of Retailing | 3 | 1.5 | 2 | |
| 11. Pricing for international markets <ul style="list-style-type: none"> • Definition of Customer Value • Development and Implementation of Pricing Strategy • Additional Cost Factors Involved when • Exporting | 3 | 1.5 | 2 | |
| 12. International communications <ul style="list-style-type: none"> • Marketing Communications Planning • External, Internal and Interactive Marketing • Factors Preventing Communications Standardisation | 3 | 1.5 | 2 | |
| 13. Implementation through enabling Technologies <ul style="list-style-type: none"> • The Vicious Circle of Technology and Competitive Advantage • The Internet Marketing Paradigm Shift • Solution Integration | 3 | 1.5 | 2 | |
| 14. Workshop activities | 3 | 1.5 | 1 | |
| Sub-Total | 42 | 21 | 26 | |
| <i>Assignment</i> | | | 36 | |
| <i>Final Examination</i> | | | 32 | 3 |
| | | | | |
| <i>Total</i> | | | 160 | |
| <i>Credit</i> | | | 4 | |

Indicative Bibliography:

Doole, I. & Lowe, R. (2012) CIM Course Book: Strategic *Marketing Decisions*:Oxford: Elsevier.

Doole, I. & Lowe, R. (2016) *International Marketing Strategy: Analysis, Development and Implementation*, 6th Revised ed., Cengage Learning.

Essential reading

Warren J. Keegan, Mark C. Green (2016) *Global Marketing* (9th Edition). Pearson.

Czinkota, M. R. & Ronkainen, I. A. (2013) *International Marketing*, 10th ed., Mason, Ohio: Thomson South Western.

Other indicative reading

Hollensen, S (2016) *Global Marketing Always Learning*. 7th Ed. Pearson Education

Bradley, F. (2011) *International Marketing Strategy*, 5th ed., London: Financial Times Prentice Hall