

Module specification

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Module Code	BUS7D4
Module Title	Global Marketing Communications and Branding
Level	7
Credit value	20
Faculty	Faculty of Social and Life Sciences
HECoS Code	100085
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Marketing Management	Core pathway
MSc International Marketing Management with Advanced Practice	

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 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	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	8 th August 2022
With effect from date	January 2023
Date and details of revision	
Version number	1

Module aims

This module will enable you to critically appraise the corporate brand management and the importance of digital communications in developing corporate positioning and building brand equity. Within marketing management, you will be able to identify and prioritise key stakeholders, and the influence they have in determining the role for corporate reputation management in global organisations. You will also be able to justify and recommend digital channels and tools effectively to support global corporate reputation.

Module Learning Outcomes

1	Critically discuss the role of key stakeholders and their influence when building marketing resources and capabilities within a global marketing environment.
2	Applying relevant academic literature, critically discuss the case for corporate reputation management in organisations.
3	Using relevant theory, critically appraise the contribution of the global corporate brand in maintaining and developing the global corporate positioning from a management perspective and present a theoretical argument for corporate reputation and brand equity.
4	Critically appraise trends and innovation in the digital/communications experience and present a reasoned academic discussion on the pros and cons of these within the current business climate.
5	Critically evaluate the effective use of integrated channels to support corporate reputation and brand management practices.

Assessment

Indicative Assessment Tasks:

Indicative portfolio (word count 4,000):

Present a critical overview of global marketing, communications and branding from a management perspective.

Present a critical evaluation of international competitive advantage objectives and stakeholder analysis in relation to corporate influence and reputation and the impact this has on global marketing, communications and branding strategies.

Using a chosen international company/organisation, present critical arguments for and against the application of theory within that company/organisation in relation to its own international competitive advantage objectives and stakeholder analysis, demonstrating theory to practice.

Critically apply your argument to the company/organisation's current corporate strategy, structure, brand equity, systems and culture in relation to its positioning and reputation, also assessing the current gap between image and identity.

Applying theory, identify new solutions and imaginative connections that demonstrate positive organisational impact.

Present a reflective practice with critical evaluation of how you have linked theory to practice, and how you have used your knowledge and learning to challenge literature and outcomes.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3, 4, 5	Portfolio	100%

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chosen area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

Indicative Syllabus Outline

- Communication Context and Stakeholders
- Global brand management theory and practice
- Identify key stakeholders and their influence
- Determine the role for corporate reputation management in global organisations
- Building the Global Brand
- Critically appraise the contribution of the corporate global brand in maintaining and developing the corporate positioning

- Assess the role of corporate reputation in supporting and building brand equity
- Integrating Digital Communications Strategies
- Appraise trends and innovation in the digital experience
- Evaluate the effective use of integrated channels to support corporate global reputation

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Juska, J. (2017) *Integrated marketing communication: advertising and promotion in a digital world*. USA, Routledge.

Other indicative reading

Chaffey, D. and Smith, P.R. (2017) *Digital marketing excellence: planning, optimizing and integrating online marketing* (5th ed). Abingdon, Routledge.

Gershon, R.A. (2016) *Digital media and innovation: management and design strategies in communication*. Los Angeles, Sage.

Van Riel, C.B.M. and Fombrun, C.J. (2007) *Essentials of corporate communications*. Abingdon, Routledge.

Journals

Global corporate branding
 International Marketing
 International marketing theory
 Global business strategies
 Global economic strategies

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
 Enterprising
 Creative
 Ethical

Key Attitudes

Commitment
 Curiosity

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Communication