

Module code: MOD003470	Version: 2 Date Amended: 02/Mar/2012
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1. Module Title
Global Marketing Management

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
7	Standard (fine graded)

4a. Credits	4b. Study Hours
15	150

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusion:	MOD001228	Marketing Management	Compulsory
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
<p>This module aims to develop students' understanding of the marketing function and its application across international borders. Marketing has traditionally been based largely on predictable and static models of buyer behaviour where exchange has been assumed to be transactional, and strategy based on tried and tested prescribed tools and techniques which were developed in the USA. Present day customers are sophisticated consumers of product and service offers, mobile, articulate and can discriminate between alternative offers, and consequently make choices that hitherto were unthinkable. This rise of 'globalisation' in the marketing arena is a key focus of this module. Individuals and organisations have significant switching power, can accept and reject offers quickly, and have portfolios of acquisition patterns that are unpredictable. What were regarded as a market, segmented by socio-economic groupings, or benefits has to be re-defined in modern marketing. The rise in cross-border consumer power is analysed in terms of its implications on the marketing strategies developed by companies. What this commentary means is that marketing today has to be about the development of suitable value propositions put together by organisations in the form of a strategic marketing plan with the intention of targeting their offer towards identified real and potential customers. If successful, this creates loyalty and a bonding relationship that forms part of the brand strength - both in the bricks and mortar world as well as the online environment. This module will seek to examine these issues by examining the current literature on marketing strategy from academic writers. A series of case studies from a range of industries and countries will be used to illustrate the theory discussed in the module. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the requirement to produce a professional report that could withstand scrutiny from an academic and applied perspective. This module is assessed through a 4,000 word formal business report. Multiculturalism has been considered during the design of this module.</p>

6b. Outline Content
-Marketing tools and techniques -Value propositions in terms of what the recipient wants/needs -Key relationships between providers and receivers, in order to build a bond, a brand, a relationship -Methods of Market Entry -Aspects of contemporary marketing applied to diverse markets -Cultural impact on internationalisation of markets -International market planning, strategic choice and evaluation/control -Globalisation -Global Marketing Information Systems and Research -Competitive Analysis and Strategy

6c. Key Texts/Literature
<p>Key Texts Doole, I & Lowe, R (2008) International Marketing Strategy Analysis, Development and Implementation. (5th ed.) Thomson Learning Usunier, J. C. & Lee J A (2009) Marketing Across Cultures (5th ed) Prentice Hall Additional texts and learning resources Hooley G., Saunders J. A. and Piercy N F. (2008) Marketing Strategy and Competitive Positioning, (4th ed) Pearson Education Ltd Kotler, P, Cunningham, M and Keller, K.L. (2009) Marketing Management (13th ed) Pearson Education Inc Ranchhod, A. & Gurau, C (2007) Marketing Strategies: A Contemporary Approach (2nd Edition) Financial Times/Prentice Hall McDonald, M. & Wilson, H (2011) Marketing Plans How to prepare them, How to use them (7th ed) Elsevier Butterworth Heinemann</p> <p><i>Last Updated: 21/Jun/2010</i></p>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Critically evaluate a company situation analysis.
2	Knowledge and Understanding	Critically identify countries with high market potential for a specific companies product/services.
3	Knowledge and Understanding	Evaluate and determine the best entry mode strategy for the target country and develop the marketing plan
4	Intellectual, practical, affective and transferrable skills	From outcomes 1 to 3, synthesise a value proposition for a company identifying how it will gain a competitive advantage in a country/range of countries. Plus LO5: 5. Manage information from a range of sources in the formulation of a viable marketing strategy document.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	24	1-5	2 hours weekly or equivalent
Student managed learning	126	1-5	126 hours self directed learning
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	100 (%)	Fine Grade	30 (%)
Details:	ASSIGNMENT (MANAGEMENT REPORT) - 3000 WORDS				
Assignment (Management Report) - 3000 words Compensation not allowed London College of Accountancy					

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment of as specified above
- (b) pass any pass/fail elements