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Title: Global Marketing
Status: Definitive
Code: **6002LBSMK** (128990)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Tashkin Vasfi	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 46
Total Learning Hours: 200 **Private Study:** 154

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Individual report	50	
Exam	Exam	2 hour exam	50	2

Aims

Analyse the leading issues in global marketing

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the effects of differing parameters within international markets.
- 2 Demonstrate a critical understanding of the implementation strategies for success in international markets
- 3 Demonstrate an understanding of the theory and practice of international marketing for the entire marketing mix.
- 4 Develop an understanding of the cross-cultural issues and international perspectives in international marketing context.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Individual report	1	3
2 hours exam	2	4

Outline Syllabus

Internationalisation

The International Trade Environment

The impact of Culture on International Marketing

Global Strategic Choices

International Product Management

International Marketing Communications

International Pricing Strategies

International Distribution

International Market Entry Strategies

Cross-cultural sales negotiations

Co-ordinating the Global Marketing programme

Learning Activities

Lectures

Online

Seminars

Case Analysis

Group work

Class discussion /or 2F2F

Individual assignment

Notes

As the world continues to increase trade across and between countries and the major economies become more integrated it is essential for students of marketing to have an appreciation of the role they are likely to play within this environment. Using

frameworks from previous learning students are encouraged to apply these in a global context and this will enable them to understand the main challenges international marketers face in the international markets.