

## MODULE DATA

<b>MODULE TITLE</b>		Global Marketing			
<b>MODULE LEVEL</b>		7			
<b>MODULE CREDIT POINTS</b>		15			
<b>SI MODULE CODE (if known)</b>		25-7D17-00S			
<b>MODULE JACS CODE</b>		N500			
<b>SUBJECT GROUP</b>		SG-44012 - Marketing - SBS			
<b>MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery)</b> NB "Semester 3" ends on 31 July each year					
<b>LONG (2 semesters)</b>		<b>SHORT (1 semester)</b>		<b>NON-STANDARD DELIVERY</b>	
Sem 1 & 2		Sem 1	✓	Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			
<b>MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)</b>					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, e.g., where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark <b>if other than 40%</b> (subject to approval)					%
<b>MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)</b>					
Is a timetabled examination required for the assessment of this module?					
Is a timetabled examination required for the reassessment of this module?					
Is the module delivered wholly by Distance Learning (i.e. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
<b>MODULE STATUS (✓ as applicable to status of module in the context of current proposal)</b>					
<b>Unchanged:</b> an existing module, presented as unchanged from previous years					✓
<b>Modified:</b> an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
<b>New:</b> new module to be approved through current validation process					
<b>If status is 'Modified', please give date when modified version is to be available from</b>				<b>Modified Version Available from</b> N/A	
<b>Breakdown of notional study hours by type</b> (Typically requires 10 hours of notional study time for 1 CATS credit)		<b>Tutor-Led (Contact Hours)</b>	<b>Tutor-Directed Study</b>	<b>Self-Directed Study</b>	<b>TOTAL STUDY HOURS for this Module</b>
		36		114	150
<b>OTHER COURSES FEATURING THIS MODULE (please list below)</b>					
MSc Managing Global Business					
MSc International Business Management					

## **1 AIM OF THIS MODULE**

This module aims to enhance the strategic marketing decision making skills of students in a global context. The focus of this module is on building the student capabilities in global marketing decision making in an innovative and creative manner. This mirrors the learning capabilities a firm needs to encompass if it is to build a sustainable competitive advantage in global markets. It examines how, in such a dynamic environment and with such capabilities competitive advantage might be developed through strongly differentiated positioning and exploited in a cost-effective manner. Its emphasis is on where and how the organisation competes and, in doing this, highlights the strategic marketing significance of brands, innovation, alliances and relationships and e-marketing. An important theme running through the module is building the capability to develop innovative solutions that enhance an organisation's competitive position in its chosen markets. This module therefore allows the student to apply the analytical and business skills built in previous modules to the global marketing decision making process.

## **2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO**

1. Critically reflect upon the major principles of global marketing, its scope, problems and benefits.
2. Appraise the range of marketing capabilities and the processes by which they are formulated that firms need to possess in light of the changing bases of competitive advantage across geographically diverse markets.
3. Identify, compare and contrast marketing decision areas and critically evaluate the implications of strategic marketing decisions in relation to the concept of 'shareholder value'.
4. Apply analytical processes to the evaluation of marketing opportunities across a diverse and fragmented global markets
5. Evaluate the role of brands, innovation, integrated marketing communications, alliances, customer relationships and service in decisions for developing a differentiated positioning to create exceptional value for the customer.

## **3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE**

- The challenge to global marketing decision makers
- Building a learning capability for effective global marketing
- Understanding & evaluating global customers and competitors
- Best practice global marketing strategies
- SME global marketing strategies
- Achieving global competitiveness through innovation
- Building a global brand
- Managing a global portfolio of products

- Integrating communications across the globe

#### 4 **THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES**

This module focuses on the marketing decisions needed to develop a more innovative approach to the global strategic marketing development of the organisation. In doing this we encourage participants to study using a problem centred, enquiry based learning approach.

Through interactive lectures and seminars lessons of good practice will be used from organisations in different global contexts to encourage the building of a portfolio of experiential learning based on studying the module through a series of critical decision areas necessary to developing a sustainable competitive advantage on global markets. As well as the core text direction is provided to e-learning materials that assist the enquiry based approach.

The learning methods used encourage participants to explore and propose approaches that require the re-evaluation and re-formulation of the strategies of organisations to survive and grow in today's global competitive environment.

#### 5 **THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES**

Assessment is via two individual reports. These tasks incorporate reflection to demonstrate conceptual understanding and decision making skills development

The assessment is fully integrated into the learning strategy and is continuous throughout the module.

**TABLE A: ASSESSMENT TASK INFORMATION**

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Individual draft report	20%	1,000	No	
Individual report	80%	4,000 words	No	

#### 6 **THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE**

Summative tutor feedback is provided in response to the tasks set but, given the continuous nature of assessment formative feedback is provided during the module. Learning sets are used to provide peer support and feedback to presentations and written submissions.

As reflection is a component of the written submission students are encouraged to reflect upon their own learning during the module

## 7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

Textbooks: Doole I and Lowe R (2005), *Strategic Marketing Decisions in Global Markets*, Thomson; Doole I and Lowe R (2012), *International Marketing Strategy*, 6th edition, Cengage

Students are directed to additional on-line and library resources

### FINAL TASK

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	Task No. 2
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### MODULE REFERRAL STRATEGY

<b>Task for Task (as shown for initial assessment strategy)</b>	Y
<b>Single Referral Package for All Referred Students</b>	N

### REVISIONS

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review