

MODULE TITLE		International Marketing Planning			
MODULE LEVEL		7			
MODULE CREDIT POINTS		15			
SI MODULE CODE (if known)		44-7934-00S			
MODULE JACS CODE		N550			
SUBJECT GROUP		SG-44012 Marketing - O&M			
MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery) NB "Semester 3" ends on 31 July each year					
LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1	✓	Start Date	
Sem 2 & 3		Sem 2		End Date	
		Sem 3			
MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below)					
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, eg, 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 if other than 40% (subject to approval)					%
MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)					
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 (ie. not timetabled at SHU)					
Are any staff who are responsible for teaching on this module non-SHU employees?					
MODULE STATUS (✓ as applicable to status of module in the context of current proposal)					
Unchanged: an existing module, presented as unchanged from previous years					✓
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
New: new module to be approved through current validation process					
If status is 'Modified', please give date when modified version is to be available from				Modified Version Available from N/A	
Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)		Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
		24	18	108	150
OTHER COURSES FEATURING THIS MODULE (please list below)					
MSc International Marketing					

1 AIM OF THIS MODULE

- To give students a detailed understanding of the strategic marketing planning process and the ability to apply these principles to a variety of organisations.
- To demonstrate how the marketing planning process is fundamental to the creation of a competitive value proposition.
- To demonstrate the interdependence of individual elements of marketing management in creating an integrated approach to competitive strategy.
- To demonstrate how a more thorough understanding and analysis of an organisation and its environment can lead to the development of appropriate objectives and strategies to enable a consequent improvement in operational marketing performance.
- To demonstrate the role of sense-making and innovative thinking in the marketing process.
- To introduce and reinforce key marketing concepts and terminology.

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

1. Undertake a situational analysis of an organisation from a marketing perspective.
2. Apply a number of different models of strategic marketing analysis.
3. Engage in the generative aspects of segmentation and targeting.
4. Set marketing objectives.
5. Create a clear competitive value proposition for your chosen organisation.
6. Identify, evaluate and recommend, with justification, strategic marketing proposals that will guide the implementation of specific operational tactics.
7. Recognise the inter-relationship between Marketing Planning and Strategic Brand management.
8. Formulate operational marketing programmes.

3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE

- The customer-led organisation.
- Strategic marketing planning.
- The marketing audit.
- Creating a competitive Value Proposition.
- Engaging with the notions of The Experience Economy, Organisational Learning, Co-Creating Value.
- Developing marketing objectives.
- Segmentation, targeting and positioning.
- Developing and evaluating strategic options.
- Development of whole brand approach.

- Creating customer value through the extended marketing mix.
- Strategic approaches to pricing.
- Implementation and application.

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

- Key concepts relating to the subject matter will be introduced via classroom lectures.
- Students will be expected to undertake directed reading to support and reinforce their levels of knowledge and understanding.
- Workshop sessions based around case studies will be held to encourage analysis and evaluation and to generate wider thinking and discussion.
- Students working in groups will be expected to actively undertake research into consumer behaviour during the module and present their findings to their peers during the sessions.
- Students will have access to the relevant skills packs and skills online, also a module blackboard site will be created will additional matter and wider reading available.
- The University's Teaching and Learning Centre will give access to large amounts of both supporting journals and market information to support both learning and assessment.

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

This module will be assessed by a single piece of coursework designed to assess the module learning outcomes.

The work will be applied in nature and will relate either to a given case study organisation or to an organisation known to the student.

The assignment will be assessed by the module tutor and will be internally and externally moderated in line with University regulations.

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%**
International Marketing Plan	100%	4000 words	Y	

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

- The module tutor will provide written feedback against the assessment criteria.
- Wherever possible, feedback will provide guidance aimed at improving the student's performance on subsequent assignments on the course.
- Feedback will be given within the University's timing guidelines.

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

- Classroom VCR and AV equipment.
- Marketing planning and strategic marketing texts. e.g. Doole, I & Lowe, R (2008); International Marketing Strategy, analysis, development and implementation. 5th Edition. Cengage and Lee, K & Carter, S (2009): Global Marketing Management, changes, challenges and new strategies. 2nd Edition. Oxford publishing
- Marketing and business journals.
- Paper-based and online databases of market and company information.
- Access to a PC and printer
- Blackboard as a virtual learning environment to provide additional direction, stimulate thinking and to provide alternative core learning materials/approaches

FINAL TASK

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)	Task No.
	1

MODULE REFERRAL STRATEGY

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

REVISIONS

Date	Reason
July 2012	Assessment Framework review