

|   |  |                                  |                             |  |  |
|---|--|----------------------------------|-----------------------------|--|--|
| <b>MODULE TITLE</b>   |  | Global Marketing Strategies      |                             |  |  |
| <b>MODULE LEVEL</b>   |  | 7                                |                             |  |  |
| <b>MODULE CREDIT POINTS</b>   |  | 15                               |                             |  |  |
| <b>SI MODULE CODE (if known)</b>  |  | 44-7930-00S                      |                             |  |  |
| <b>MODULE JACS CODE</b>   |  | N550                             |                             |  |  |
| <b>SUBJECT GROUP</b>  |  | SG-44012 Marketing - O&M         |                             |  |  |
| <b>MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery)</b><br>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, 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)  |  |                                  |                             |  | %  |
| <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 (ie. 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> |  |
| <b>Breakdown of notional study hours by type</b><br>(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> |
|   |  | 24                               | 18                          | 108                                    | 150                                      |
| <b>OTHER COURSES FEATURING THIS MODULE (please list below)</b>  |  |                                  |                             |  |  |
| MSc Global Strategic Marketing  |  |                                  |                             |  |  |

## **1 AIM OF THIS MODULE**

- To provide students with a clear understanding of the dimensions of and contributors to the development of cost-effective, global competitive marketing strategies
- To develop the analytical skills required to evaluate and choose between strategic marketing alternatives within a global context
- To demonstrate how global marketing strategies might most effectively be developed and controlled

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

1. Demonstrate a critical and in-depth awareness of the theory, methods and issues involved in the design, development and deployment of Global Marketing Strategies
2. Critically evaluate the process of development, and be able to design an implementable Global Marketing Strategy that is sensitive to and incorporates the concerns of culturally diverse stakeholder groups
3. Carry out a reflective review on the way in which the process was carried out

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

- Changes and new challenges
- The global marketing environment
- Understanding global cultures and buying behaviour
- Opportunity analysis and selection of markets
- Managing the process of globalisation
- Market entry strategies
- Creating, developing and maintaining competitive advantage
- Product and brand management
- Global services marketing
- Global pricing and terms of access
- Corporate social responsibility and ethics

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

The module adopts an approach that is based on enquiry based learning as students are encouraged to pursue their own investigations into entrepreneurial marketing and innovation and reflect on their learning throughout the course. This is supported by direct input to assist students to acquire knowledge of good practice in the management of innovation and a series of exercises, tools and frameworks to build

skills in these areas. Although the student's learning is based on individual learning and assessment peer support groups are used to broaden and deepen the individual student's learning. Within the seminar and small group discussions, formative feedback will feature as a key progress indicator and motivator.

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

The assessment of this module is through 100% coursework designed to assess all of the learning outcomes. It will require students to demonstrate an understanding of relevant theories and analytical models and apply them to aid the analysis of social and cultural environments and strategic marketing decision making.

**TABLE A: ASSESSMENT TASK INFORMATION**

| <b>ASSESSMENT TASK</b>            | <b>% weighting of overall module mark</b> | <b>Duration of task / word count / length of exam</b> | <b>In-module retrieval available ?</b> | <b>Individual task pass mark ONLY IF OVER 40%**</b> |
|-----------------------------------|---|---|--|---|
| Poster presentations (group work) | 20%                                       | Half way through module                               | No                                     |   |
| Written report (Individual)       | 60%                                       | End of module 3-4000 words                            | No                                     |   |
| Reflective log                    | 20%                                       | End of module 2-3000 words                            | No                                     |   |

**TABLE B: RE-ASSESSMENT TASK INFORMATION**

| <b>ASSESSMENT TASK</b>  | <b>% weighting of overall module mark</b> | <b>Duration of task / word count / length of exam</b> | <b>In-module retrieval available?</b> | <b>Individual task pass mark ONLY IF OVER 40%**</b> |
|---|---|---|---------------------------------------|---|
| Individual coursework utilising material from the original poster and report submission | 80%                                       | Referral Deadline 4000 words                          | No                                    |   |
| Individual reflective based assignment  | 20%                                       | Referral Deadline 2000 words                          | No                                    |   |

## GLOBAL MARKETING STRATEGIES - ASSESSMENT CRITERIA

| Learning Outcome from Module Description  | Level descriptors   |   |  |  |  |
|---|---|---|--|--|--|
|   | Fail - below 40%  | Pass, 40-49%  | 50-59%   | 60-69%   | Distinction, 70%   |
| <b>1</b> Demonstrate a critical and in-depth awareness of the theory, methods and issues involved in the design, development and deployment of Global Marketing Strategies  | Inadequate and confused understanding of the issues involved  | Demonstrates some understanding of the issues involved but applied as basic description rather than critical evaluation | Clearly expressed, with evidence of a good understanding of the relevant theory, but with scope for further critical application | Detailed discussion of the issues involved with a clear application of the relevant theory | A perceptive and very comprehensive exploration of the issues involved, which is clearly linked back to the theory |
| <b>2</b> Critically evaluate the process of development, and be able to design an implementable Global Marketing Strategy that is sensitive to and incorporates the concerns of culturally diverse stakeholder groups | Inability to demonstrate an understanding of the process or apply this to a Global Marketing Strategy | Some understanding but applied as basic description rather than critical evaluation                                     | Reasonable discussion of the concepts in an appropriate context. Reasonable application to a Global Marketing Strategy           | Substantive critical analysis, appropriately applied to the assessment exercise            | Insightful and comprehensive discussion of the concepts, creatively applied to the assessment exercise             |
| <b>3</b> Carry out a reflective review on the way in which the process was carried out  | Inadequate and confused understanding. Inability to reflect effectively                               | Some reflection but presented in a descriptive way and not fully applied  | A clear reflection and reasonable application to the concepts studied  | A detailed and rigorous reflection which is applied to the concepts studied                | A perceptive and comprehensive reflection which is fully applied to the concepts throughout                        |
| <b>4</b> All  | Little or no evidence of additional reading   | Some additional material introduced   | Appropriate use of a reasonable level of further material  | Introduction of a wide range of additional supporting material                             | Appropriate use of a comprehensive range of relevant additional material   |
| <b>5</b> All  | Poorly structured work, lacking clarity. Poor grammar   | Some appropriate structure  | Reasonable structure and clarity. Few grammatical errors   | Clear and logical communication. Accurately presented                                      | Exceptional written communication skills. Professionally presented   |

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

The feedback from activity 5.1 will be provided using a computer based exemplar model. There will be an opportunity to discuss the results with the tutor.

1. The feedback from item 5.2 will be after the presentation and report. During the preparation of the project the tutor will be available for face to face meetings to give guidance for a minimum of three occasions.
2. Feedback from 5.3 will be written and will be given within 1 month of the submission of the report.

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

Learning resources used will be

- Library texts and journal articles e.g. *Doole, I. & Lowe, R. (2008) International Marketing Strategy, Thomson*
- Media such as DVDs and video recordings
- Access to web based article, data sources and so forth
- Blackboard for access to computer based exercises and feedback as well as a virtual learning environment to provide additional direction, stimulate thinking and the provision of alternative core learning materials/approaches
- Power point for student presentations and classroom and seminar group presentations.

