MODULE DESCRIPTOR

TITLE	GLOBAL MARKETING			
SI MODULE CODE	44-6979-00L			
CREDITS	20			
LEVEL	6			
JACS CODE	N550 - International Marketing			
SUBJECT GROUP	MARKETING - SBS			
DEPARTMENT	Management			
MODULE LEADER	Giovanna Battiston			
NOTIONAL STUDY HOURS BY TYPE	Tutor-led	Tutor-directed	Self-directed	Total Hours
	36	72	92	200

MODULE AIM(S)

The aims of this module are to:

- introduce students to the theory and practice of marketing in a globally competitive environment;

- help students build an understanding of the management capabilities needed in the global marketing decision making process;

- provide students with the opportunity to explore in depth the conceptual frameworks which influence global marketing; and

- give the student the opportunity to apply the analytical and business skills built in previous modules to the global marketing decision making process.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Critically reflect upon the major principles of global marketing, its scope, problems and benefits;
2. Compare and contrast the global marketing decision making areas and critically evaluate the implications of strategic marketing decisions;
3. Apply analytical processes to the evaluation of marketing opportunities across a diverse and fragmented global markets;
4. Critically evaluate the appropriateness of global marketing processes and procedures to different contexts;
5. Appraise the range of marketing capabilities needed in organisations of varying sizes and resources to build competitive advantage across geographically diverse markets; and

INDICATIVE CONTENT

These are examples of the content of the module

- The challenges to global marketing decision makers;
- Understanding and evaluating cross cultural consumer behaviour;
- Understanding and evaluating global market opportunities;
- Best practice global marketing strategies;
- Global marketing strategies in small and medium sized organisations;
- Managing a global portfolio of products;
- Integrating communications across the globe;
- Managing the global supply chain; and
- Building relationships across global markets.

LEARNING AND TEACHING METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

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 learning approach. The assessment therefore will allow students to evaluate the challenges of real scenarios and develop strategic responses to those challenges.

Lectures will be used to introduce and discuss key concepts and to offer directed reading.

The applied nature of this module places particular emphasis on preparation and participation in the seminar programme which is designed to allow further exploration of key concepts and to practice their application.

Seminars will build on the lecture programme through the introduction and discussion of articles, exercises, videos and case studies.

Coursework will compromise two individual tasks.

ASSESSMENT STRATEGY AND METHODS

Task No.	Task Description	Task Type	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	2,500 words	No
2	Coursework	CW	60%	2,500 words	No

ASSESSMENT CRITERIA

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN

Module handbook

Assessment briefs

Module Blackboard site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FEEDBACK

Students will receive feedback on their performance in the following ways

Students will receive individual written feedback on their coursework. Whenever possible, the feedback will be provided electronically.

LEARNING RESOURCES (INCLUDING READING LISTS)

Core textbook:

LEE, Kiefer and CARTER, Steve (2012). *Global Marketing Management.* 3rd ed., Oxford, Oxford University Press. This textbook is supported by an online student learning resource at: http://www.oxfordtextbooks.co.uk/orc/lee_carter3e/

Additional recommended textbooks:

DOOLE, Isobel and LOWE, Robin (2012). *International Marketing Strategy.* 6th ed., London, Cengage Learning. This textbook is supported by an online student learning resource at: http://www.cengage.co.uk/doole5.

HOLLENSEN, Svend (2011). *Global Marketing: A decision-oriented approach.* 5th ed., London, FT Prentice. This textbook is supported by an online student learning resource at: http://wps.pearsoned.co.uk/ema_uk_he_hollensen_globmark_5/

KEEGAN, Warren J. and GREEN, Mark C. (2008). *Global Marketing.* 5th ed., Pearson Prentice Hall.

KOTABE, Masaaki and HELSEN, Kristiaan (2011), *Global Marketing Management*. 5th ed., Wiley.

Additional learning resources

In addition to the core textbooks and the additional texts recommended above, we advise that students read extensively to demonstrate their level of competence. Therefore, they should refer to journal articles and market research reports to gain good marks in their assessed work.

Students should visit the business and management subject guide section of the library gateway where they will find various excellent resources for researching international markets, countries, and organisations.

SECTION 2 'MODEL A' MODULE (INFORMATION FOR STAFF ONLY)

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	No
EXISTING MODULE - NO CHANGE	Yes
Title Change	No
Level Change	No
Credit Change	No
Assessment Pattern Change	No
Change to Delivery Pattern	No
Date the changes (or new module) will be implemented	n/a

MODULE DELIVERY PATTERN

Module Begins	Module Ends
08/Aug/2011	15/Apr/2012
17/Sep/2012	30/May/2012

Is timetabled contact time required for this module?	Yes

Are any staff teaching on this module non-SHU employees?	No

MODULE ASSESSMENT INFORMATION

Does the Module Require Either	
Overall Percentage Mark of 40%	Yes
Overall Pass / Fail Grade	No

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. 2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Yes
Single Referral Package for All Referred Students	No