

MODULE SPECIFICATION

Module code:	BUS658						
Module Title:	Global Marketin	g					
Level:	6	6 Credit Value:		16			
Cost Centre(s):	GABP	JACS3 C		N500 100075			
Faculty:	FSLS		Module Leader:	Dr. Izwan Harith Bin Md. Ithnan			
Scheduled learning and teaching hours 56 hrs						56 hrs	
Guided independent study		104 hrs					
Placement			0 hrs				
Module duration (total hours)		160 hrs					
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Programme(s) in which to be offered (not including exit av			exit awards)	Core	Option		
BA (Hons) Business Administration (Level 6 Top Up)		Гор Up)		✓			
Pre-requisites							
N/A							

Office use only

Initial approval August 2018 Version no: 1

With effect from: 01/05/2019

Date and details of revision: Jan 2021 - Temporary change to assessment for Version no: 3

2020-21 due to Covid-19.

Revised 24/09/2021 – Revert back to pre-Covid assessment

Module Aims

MA 1: To enable students to analyze and evaluate the characteristics of international markets

MA 2: To equip students with understanding of how to develop appropriate marketing decisions and strategies in a potentially complex and multi-cultural situation.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem-solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-

management)
KS10 Numeracy

At	At the end of this module, students will be able to		Key Skills		
1	Discuss the complexity of the global environment and how it impacts upon the full range of marketing decisions	KS1 KS3			
2	Locate sources of information on global markets and critically	KS10			
	evaluate the validity of such data	KS3			
3	Demonstrate an appreciation of the way consumers from				
3	different cultures respond to different marketing stimuli	KS1			
4	Evaluate and select potential global markets including the	KS8			
ado	doption of specific methods of market entry.	KS5			
	Critically analyze the key issues involved in making global	KS1			
5	marketing decisions and how these may vary from domestic market practice	KS3			
6	Make appropriate decisions for global marketing strategy and its implementation	KS4			

Transferable skills and other attributes

Type of Skill	Skills development	Method of assessment
Communication skills	Class interaction, presentation	Presentation
Writing skill	Lecture and Independent Learning	Mid Term and Final
_		Examination
Problem solving skill	Case studies	Assignment and Final
_		Examination

Derogations

None

Assessment: Course & Examination

Indicative Assessment Tasks:

Assessment One:

Explore and analyze the key aspects of global marketing to market a domestic product of your choice into the global market. (2000 words essay, group presentation)

Assessment Two:

This is a closed-book exam covering areas of the syllabus. (3 hours, individual written exam)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	LO1-LO6	Presentation	40%		2,000 words
2	LO4-LO6	Final examination	60%	3 hours	

Learning and Teaching Strategies:

Assignments, Presentation, Mid-Term and Final Examinations

Syllabus outline:				
Content outline of the course / module and the SLT per topic	L	Т	0	Α
Course overview and review of marketing fundamentals The International Marketing Syllabus Introduction to Marketing: "A Typical Syllabus" Strategic Market Planning	3	1.5	2	
 International marketing and the international Trading environment What is International Marketing? Stages in International Development 'EPRG' Framework 	3	1.5	2	
 3. Social and cultural considerations A Cultural Framework Eliminating Self–reference Criteria (SRC) Hofstede's Criteria (2001) 	3	1.5	2	
 4. Assessing market attractiveness Assessing (potential) Country Returns Assessing Country Risks Systematic approach to international market selection 	3	1.5	2	
 5. International marketing research Marketing Research Process Scanning International Markets Specific Overseas Problems 	3	1.5	2	

6. International niche marketing strategies and global strategies • Meaning of 'Globalisation' • Alternative World Wide Strategies • Continuum of Standardisation 7. Market entry strategies • Market Selection Decisions • A Hierarchical Model of Choice of Entry Modes • The "Uppsala model" of the Internationalisation Process 8. International product and service management • The Total Product Offer • International Product Policy Options • International Brand Strategies 9. Case study activity 10. International distribution and logistics • Inter-relationship of Channel Objectives • 11 C MODEL: Selecting Appropriate Channel International Electronic Forms of Retailing 11. Pricing for international markets • Definition of Customer Value • Development and Implementation of Pricing Strategy • Additional Cost Factors Involved when • Exporting 12. International communications • Marketing Communications Planning • External, Internal and Interactive Marketing • Factors Preventing Communications Standardisation 13. Implementation through enabling Technologies • The Vicious Circle of Technology and Competitive Advantage • The Internet Marketing Paradigm Shift • Solution Integration 14. Workshop activities 3 1.5 2 Assignment Final Examination 160 Credit			T		
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Indicative Bibliography:

Doole, I. & Lowe, R. (2012) CIM Course Book: Strategic *Marketing Decisions:Oxford*: Elsevier.

Doole, I. & Lowe, R. (2016) *International Marketing Strategy: Analysis, Development and Implementation*, 6th Revised ed., Cengage Learning.

Essential reading

Warren J. Keegan, Mark C. Green (2016) Global Marketing (9th Edition). Pearson.

Czinkota, M. R. & Ronkainen, I. A. (2013) *International Marketing*, 10th ed., Mason, Ohio: Thomson South Western.

Other indicative reading

Hollensen, S (2016) Global Marketing Always Learning. 7th Ed. Pearson Education

Bradley, F. (2011) *International Marketing Strategy*, 5th ed., London: Financial Times Prentice Hall