

<b>Module Title</b> <b>Global Marketing Management</b>	Reference BSM518
<b>Keywords</b> Globalisation, Global Marketing Strategies, Global Market Entry Strategies, Organising And Controlling Global Operations.	SCQF Level SCQF 11
	SCQF Points 15
	ECTS Points 7.5
	Created May 2002
	Approved August 2013
	Amended August 2013
	Version No. 6

### **This Version is No Longer Current**

The latest version of this module is available [here](#)

#### **Prerequisites for Module**

None in addition to course entry requirements or equivalent.

On-campus taught delivery hours are denoted below as full-time. Online distance learning delivery is denoted as part-time.

#### **Assessment Plan**

#### **Corequisite Modules**

None.

	Learning Outcomes Assessed
Component 1	1,2
Component 2	3,4

#### **Precluded Modules**

None.

Coursework 2 ? Report, with a word count of 3000 words, covering Learning Outcomes 3 and 4  
The two assessments are of equal value

#### **Aims of Module**

The aim of this module is to provide students with an understanding of the key dimensions of the international and global marketing environment from the perspective of a global marketing strategy. It should also provide learners with some analytical tools essential for choosing and making global market entry decisions; organising and controlling global operations.

The module is assessed by two pieces of coursework.  
Coursework 1? Essay, with a word count of 2000 words, covering Learning Outcomes 1 and 2

#### **Indicative Bibliography**

1. HOLLENSEN, S., 2017. *Global marketing*. 7th ed. Harlow: Pearson. <I>ebook</I> \*
2. GILLESPIE, K. and HENNESSEY, H.D., 2016. *Global marketing*. 4th ed. New York: Routledge
3. CZINKOTA, M.R. and RONKAINEN, I.A., 2013. *International marketing*. 10th ed. Cengage: South-Western
4. JEANNET, J. and HENNESSEY, H.D., 2004. *Global marketing strategies*. 6th ed. Boston: Houghton Mifflin Company.
5. MUHLBACHER, H., LEIHS, H. and DAHRINGER, L., 2006. <I>International marketing: a global perspective.</I> 3rd ed. London: Thomson Learning
6. \* Denotes key text.

#### **Learning Outcomes for Module**

On completion of this module, students are expected to be able to:

1. Analyse and discuss the internationalisation of business and global marketing issues.
2. Critically analyse the global marketing environment and its influence on the marketing activities of the firm.
3. Critically evaluate and select global market entry strategies.
4. Critically evaluate the range of advanced skills required to design and implement a global marketing plan.

#### **Additional Notes**

The Library offers access to a host of international and global marketing journals and on-line resources. The Library provides a wide range of books to support your studies. It is our policy to provide these in electronic format wherever possible so that you can use these across the

## Indicative Module Content

Globalisation; mechanism of internationalisation; international trade theories. Global Marketing Environment - Social and Cultural Environment; Political and Legal Environment; Technological Environment; Financial Environment; Global E-Commerce. Global Market Entry - Exporting; Licensing and Franchising; Contractual arrangement; Joint Venture; Wholly Owned Company; Global Strategic Alliances. Analysing Global Marketing Opportunities - International Buyers; Global Marketing Information System; Global Marketing Research. Selecting Foreign Market Entry and Developing Global Strategy - Choosing Foreign Market Entry; Developing Global Marketing Strategies. Global Marketing Programmes - Product Decisions; Pricing Decisions; Distribution Decisions; Promotion Decisions. Global Marketing Organisation and Control.

## Indicative Student Workload

	Full Time	Part Time	Distance Learning
<i>Contact Hours</i>			
Assessment	12	12	12
Lectures/Seminars	36	6	6
<i>Directed Study</i>			
Directed Study	64	94	94
<i>Private Study</i>			
Private Study	38	38	38

## Mode of Delivery

The module is delivered through a series of lectures and interactive teaching sessions. Students will appraise and apply theory to relevant industries examples and case studies.

wherever possible so that you can use these across the internet at your own convenience and they are more easily accessible to a wide range of people at the time they are required. However, institutional access differs from any access you would expect if you were to buy your own copy of the book: in effect, you 'borrow' these eBooks from the Library in a similar way to borrowing paper books. These eBooks are provided across a number of different platforms, some of which may allow downloading of books to your computer (but not to a Kindle eBook reader), perhaps only for a limited period, or may only allow online reading and the printing of extracts to a maximum amount determined by the publisher. As you log on to an eBook from the Library catalogue, check out the help screen on each platform to determine what is permissible. And check if the eBook's access permits you to download the eBook to your computer, you may need to ensure that you have installed Adobe Digital Editions first:  
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