ROBERT GORDON UNIVERSITY ABERDEEN

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MODULE DESCRIPTOR

Module Title

Global Marketing Management

Reference	BSM518	Version	9
Created	March 2018	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

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.

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.

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 Stratgies. Global Marketing Programmes - Product Decisions; Pricing Decisions; Distribution Decisions; Promotion Decisions. Global Marketing Organisation and Control.

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

Indicative Student Workload	Full Time	Part Time
Contact Hours	48	18
Non-Contact Hours	102	132
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The Module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate
B	At least 60% on weighted aggregate
C	At least 50% on weighted aggregate
D	At least 40% on weighted aggregate
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

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 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: http://www.adobe.com/solutions/ebook/digital-editions.html

INDICATIVE BIBLIOGRAPHY

1 HOLLENSEN, S., 2017. *Global marketing.* 7th ed. Harlow: Pearson. *ebook* *

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. *International marketing: a global perspective.* 3rd ed. London: Thomson Learning

6 * Denotes key text.