

MODULE SPECIFICATION

1. Title of the module

Global Markets

2. School or partner institution which will be responsible for management of the module

Pearson College London

3. The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)

Level 5

4. The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

5. Which term(s) the module is to be taught in (or other teaching pattern)

This module can be run in any term: Autumn, Spring or Summer

6. Prerequisite and co-requisite modules

None

7. The programmes of study to which the module contributes

- | | |
|--|-----------------|
| ● BA (Hons) Business Management | - option module |
| ● BA (Hons) Business Management with Finance | - option module |
| ● BA (Hons) Business Management with Global Industries | - core module |
| ● BA (Hons) Business Management with Law | - option module |
| ● BA (Hons) Business Management with Marketing | - option module |

8. The intended subject specific learning outcomes.

On successfully completing the module students will be able to:

- 8.1 Demonstrate knowledge and critical understanding of the key principles of international marketing and consumer behaviour in a global context.
- 8.2 Identify and evaluate the marketing issues as a result of the development of an organisation's international activities.
- 8.3 Critically analyse consumer behaviour in different markets in relation to cultural, social and environmental influences.
- 8.4 Devise a justifiable international marketing plan based on the identification and analysis of consumers in target geographical markets with an appreciation of why marketing plans may need to be standardised, adapted or coordinated in international markets.
- 8.5 Recommend how a marketing function should be structured to deliver competitive advantage, marketing, organisational success, and cross functional integration in an international context at senior management level.

9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Communicate and present orally and in writing or other formats, in a professional manner.

10. A synopsis of the curriculum

Module Aims

This module aims to provide a comprehensive insight into dealing with the differing and converging behaviour of consumers when pursuing an international marketing strategy as a means of growth. The unit covers a range of consumer behaviour theory and explores how this differs on an international basis and the resulting challenges this poses for marketing professionals. The module then tests candidates' ability to understand, evaluate and justifiably respond to internationalising a given organisation as a major part of the assessment.

Overview of syllabus

Major components of the syllabus will include:

- Research process
- Estimating market demand
- Multinational Marketing Information Systems and data sources
- Evaluation and assessment process
- International and global marketing theory
- Review of core marketing theory in an international context
- The internationalisation process, globalisation and the theories that underpin international marketing
- Consumer Behaviour theory applied to an international context
- Pricing
- International marketing plans

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

Core study text

- Solomon, Bamossy, Askgaard and Hogg (2013) "Consumer Behaviour" Pearson
- Hollensen (2013) "Global Marketing" 6th Ed. Pearson
- Hollensen (2010) "Global Marketing: A Decision Orientated Approach" Financial Times
- Blythe (2013) "Consumer Behaviour" Sage Publications
- International Business: Competing in the Global Market Place. (2012). Hill, C, W, L.
- Beck, J, Chapman, K, & Palmatier, R 2015, 'Understanding Relationship Marketing and Loyalty Program Effectiveness in Global Markets', Journal Of International Marketing, 23, 3, pp. 1-21
- Global Marketing, Global Edition. (2014). Keegan, W, J. 8th ed. Harlow, Pearson

- Farrukh, M, & Tanzila (2016), 'The Effect or Corporate Social responsibility on Consumer Buying Behavior A case of Pakistan', International Journal Of Information, Business & Management, 8, 1, pp. 242-251

Access to a range of case studies to support contextualisation of consumer behaviour within different countries.

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

<i>Scheduled Hours:</i>	25
<i>Independent Study Hours:</i>	125
<i>Total Study Hours:</i>	150

13. Assessment methods. 13.1 Main Assessment

The assessment for this module will be as follows:

- A 2,500 word individual coursework assignment (75% of final grade);
- A 15 minute in-class oral exercise based on the corporate architecture of an international marketing department for an organisation (25% of final grade).

A pass must be achieved in the coursework element of assessment in order to pass the module.

13.2 Reassessment

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14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	9.1
Learning/teaching method	Hours allocated						
Private Study	115	X	X	X	X	X	X
<i>Lectures</i>	10	X	X	X	X		
<i>Seminars</i>	15	X	X	X	X	X	X
Assessment method							
<i>Coursework (2,500 words)</i>		X	X	X	X	X	X
<i>In class exercise (15 mins)</i>						X	X

15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

As this module encompasses the study of Global Markets, Students are encouraged throughout the module to consider consumer behavior and marketing activities in a range of countries as well as the global nature of many marketing strategies (relevant to all LOs). Examples and case studies in lectures and seminars will be taken from a variety of international contexts

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated

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Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

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FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)