



Module code	MGE	NQF level	7
Credit value	10	Study duration	6 weeks

Marketing in a Global Economy

Module description

This 10-credit compulsory module focuses on theoretical concepts and issues of marketing and of international marketing strategy and their application for practice by businesses. The module is structured along three key themes: marketing concept and market orientation which provides students with an overview, discussion and analysis of the marketing function and marketing approaches with an aim to strengthen the student's context familiarity; international marketing strategy which delineates the purpose of a strategic approach, its key features, types of market entry strategies and their relevance for new ventures and small businesses; marketing planning and control processes which enables students to build an appreciation of decision making processes, specific issues in varied firm contexts and the organisational challenges encountered in developing an international marketing strategy.

This module aims to:

- Help students develop a critical awareness of general marketing principles and practices and of the facets of international marketing strategy and planning, its role and importance as an element of strategic management, and the implications of international marketing strategy and planning for entrepreneurial activity

Learning outcomes

On completion of this module, students will be able to:

- develop an understanding of international marketing strategy and planning
- acquire in-depth understanding of the international marketing strategy formulation process, international market selection and international market entry modes
- learn to differentiate between the international marketing approaches of large and medium sized firms
- learn to use a range of frameworks for strategic analysis leading towards the development of an international marketing strategy
- apply techniques, models and frameworks to marketing strategy plans for different types of businesses

Syllabus

- Introduction to marketing
- Marketing planning
- Market segmentation, targeting and positioning
- International marketing development
- Product and brand management and pricing
- Marketing communications and channel management and retailing
- Service marketing
- Relationship marketing

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Students also have access to a series of 'Listen Again' lectures recorded on campus by Essex Business teaching staff. Tutor support will be available to students via phone, email, and weekly live seminar sessions. Each seminar revolves around a subject case study which links to the same resources used by students in the on-campus programme.

Description of unit of assessment	Length/Duration	Submission date	Weighting
End of module project	2,500 words	End of Unit 6	70%
Discussion forums x2	Up to 10 posts in each forum	End of Units 2 and 4	20%
Individual reflective journal	3 entries	End of Units 2, 4 and 6	10%