MODULE SPECIFICATION

1. **Title of the module**  
   Global Markets – PRSN5113

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 both orally and in writing or other formats, in a professional manner, individually and as part of a team.

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 buyer behaviour theory yet explores how this differs throughout different countries within the world and as a result what 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

 MODULE SPECIFICATION

- 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.

Scheduled Hours: 25
Independent Study Hours: 125
Total Study Hours: 150

13. Assessment methods.

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 all elements of assessment in order to pass the module.

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

#### Module Learning Outcome

<table>
<thead>
<tr>
<th>Module Learning Outcome</th>
<th>8.1</th>
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<th>8.3</th>
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#### Learning/Teaching Method

<table>
<thead>
<tr>
<th>Hours Allocated</th>
<th>Private Study</th>
<th>Lectures</th>
<th>Seminars</th>
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<tr>
<td>15</td>
<td>115</td>
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#### Assessment Method

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<th>Coursework (2,500 words)</th>
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<tr>
<td>In class exercise (15 mins)</td>
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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

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 Institution these sections can be deleted.

17. Partner College/Validated Institution:
18. University School responsible for the programme:
   Kent Business School
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Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

<table>
<thead>
<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
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