

Module Handbook

MODULE 2: Global Marketing and Cross-Cultural Management

Level: MQF Level 6 / Year 3

Credit Value: 10 ECTS

Word Count: 1,200 words ($\pm 10\%$)

Assessment Weighting: 100% Individual Coursework Report

Referencing Style: Harvard Referencing

Grading Scale:

80%+ Distinction | 65–79% Merit | 50–64% Pass | 40–49% Resist | <40% Fail

1. Module Description

This module examines how organizations design and implement marketing strategies in a globalized environment while managing the challenges of cultural diversity. Students will explore international market segmentation, global branding, communication strategies, and the influence of culture on consumer behavior. The module emphasizes cross-cultural awareness, adaptability, and the application of marketing frameworks in diverse international contexts.

2. Learning Outcomes

By the end of this module, students will be able to:

1. **Analyze** global marketing environments and their impact on strategy.
2. **Apply** marketing concepts and frameworks to international business scenarios.
3. **Illustrate** how cultural differences influence marketing communication and consumer decisions.
4. **Determine** effective global marketing strategies considering cultural, economic, and ethical factors.

3. Indicative Content

- Introduction to global marketing and internationalization
- Market research and segmentation in global contexts
- Global branding and positioning strategies
- Cross-cultural consumer behavior
- Intercultural communication and management styles
- Global marketing mix (4Ps/7Ps) adaptation vs. standardization
- Ethics and corporate social responsibility in international marketing
- Case studies: cultural challenges and successful campaigns

4. Teaching and Learning Strategy

- **Lectures:** Theories and principles of global marketing and culture
- **Seminars:** Group analysis and case study discussions
- **Workshops:** Practical exercises on cultural adaptation
- **Independent Study:** Research on cross-cultural marketing examples
- **Tutorials:** Feedback and support sessions

5. Assessment Strategy

Component	Type	Weighting	Description
Coursework	Individual Report	100%	A 1,200-word report analyzing a global company's marketing strategy and evaluating its effectiveness in managing cross-cultural challenges.

6. Grading Classification

Grade	Range	Classification	Description
A	>80%	Distinction	Outstanding critical evaluation and innovative marketing insight.
B	65–79%	Merit	Strong analysis and application of theory to practice.
C	50–64%	Pass	Meets learning outcomes with satisfactory understanding.
D	40–49%	Resit	Limited depth, partial understanding.
F	<40%	Fail	Does not meet required standards.

7. Referencing

All submissions must follow **Harvard Referencing Style** consistently throughout.

8. Academic Integrity

All work will be verified through Turnitin. Any plagiarism, collusion, or contract cheating will be penalized in line with institutional policy.

9. Late Submission

- **Penalty:** 5% deduction per calendar day (max 5 days).
- **After 5 days:** Automatic zero unless extension is pre-approved.

10. Feedback

Feedback and provisional marks will be released within **15 working days** post-submission.

11. Indicative Weekly Plan

Week	Topic	Activity
1	Introduction to Global Marketing	Lecture + Discussion
2	Global Market Research & Segmentation	Case Study
3	Cross-Cultural Communication	Group Exercise
4	Global Branding and Positioning	Workshop
5	Ethics and Cultural Adaptation	Seminar
6	Report Writing and Consultations	Tutorial

12. Core Texts & Readings

- Kotabe, M., & Helsen, K. (2020). *Global Marketing Management* (9th ed.).
- Cateora, P., Gilly, M., & Graham, J. (2022). *International Marketing* (19th ed.).
- Hofstede, G., Hofstede, G.J., & Minkov, M. (2010). *Cultures and Organizations: Software of the Mind*.
- Journals: *International Marketing Review*, *Journal of Cross-Cultural Marketing*.