

Module Details	
Module Title:	International Strategic Marketing Simulation
Module Code:	MAR7507-A
Academic Year:	2019-20
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims
<ol style="list-style-type: none"> 1. To provide a critical evaluation of the role of international strategic marketing and marketing planning in corporate success. 2. To enable students to assess various international strategic marketing and marketing planning issues as they relate to corporate and marketing decision making.

Outline Syllabus
<p>Importance of marketing strategy and centrality of customer satisfaction. Develop an international strategic marketing plan to achieve organisation's marketing objectives in global context Assessing firm's strengths and weaknesses.</p>

Environmental and competitor analysis to recommend and inform strategic marketing decision-making in an international set-up.
 Planning - relevance, key elements objectives and strategies for different international markets requirements of a marketing audit implementation strategies
 Execute the international strategic marketing plan by managing resources and dynamic business environment
 Monitor, measure and adapt the marketing plan for continuous improvement in a fast changing global market

Learning Outcomes

1	a. Describe and evaluate international strategic marketing and marketing planning issues that a business may face b. Critically appraise the international strategic marketing and marketing planning options open to a business and be able to propose customer focus strategic marketing resolutions
2	a. Research and analyse strategic and marketing planning issues within the businesses in an international scenario. b Critically carry out a marketing audit and produce an effective strategic marketing plan for implementation across different market globally
3	a. Engage in collaboration thorough group work exercises b. Communicate effectively through business reports.

Learning, Teaching and Assessment Strategy

Lectures will provide the information for you to build knowledge of international strategic marketing and marketing planning issues and develop critical awareness of strategic marketing and marketing planning dilemmas within businesses (learning outcomes 1a 1b). Tutorials will provide you, within action learning sets, with the opportunity to implement strategic marketing theory and marketing planning processes within the dynamic environment of an international marketing simulation (learning outcomes 1a, 1b, 2a, 2b, 3a).

Formative feedback given through tutorial group work will help you develop collaborative and presentation skills (learning outcomes 3a, 3b). Directed study will encourage you to practice the skills of international strategic marketing and marketing planning as you analyse performance of your multi-national simulated business and implement strategic solutions (learning outcomes 1a,1b, 2a, 2b, 3 a). Student learning is assessed by an individual marketing plan and group presentation for your respective simulated company

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	Group Presentation (20 Minutes/questions and answers)	20 minutes	30%
Summative	Coursework	Individual marketing plan (2000 words)	0-2000 words	70%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.