



**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



<b>Programme</b>	<b>Level 6 BA (Hons) BUSINESS ADMINISTRATION</b>		
<b>Unit Number/ Unit Title</b>	<b>Unit 6 GLOBAL MARKETING, ETHICS, AND CULTURE</b>		
<b>Cohort Code:</b>	L06GMEC-U6		
<b>Unit Level</b>	LEVEL 6		
<b>Total GLH</b>	Total qualification time 120/ Total Guided learning hours 48/ Self-guided learning hours 72		
<b>Credits/Hours</b>	12 CATS/ 6 ECTS		
<b>Lecturer</b>			
<b>Start Date</b>		<b>End Date</b>	

<b>Unit Aims</b>	Introduce students to global marketing principles, focusing on ethical considerations, cultural impact, and strategic marketing for international markets.
<b>Differentiation Strategies (e.g. planned activities or support for individual learners according to their needs)</b>	Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none"><li>1. Progressive tasks</li><li>2. Digital resources</li><li>3. Verbal support</li><li>4. Variable outcomes</li><li>5. Collaborative learning</li><li>6. Ongoing assessment</li><li>7. Flexible-pace learning</li></ol>
<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.
<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.

<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<p style="text-align: center;"><b>Teaching and Learning Materials</b></p> <p>"Global Marketing" by Warren J. Keegan, Mark C. Green</p> <p>"Marketing Across Cultures" by Jean-Claude Usunier, Julie Lee</p> <p>"Principles of Marketing" by Philip Kotler, Gary Armstrong</p>

<b>Learning Outcome</b>	<b>Assessment Criteria</b>
<b>LO1. 1. Understand global marketing concepts and strategies.</b>	1.1 Define the core principles of global marketing. 1.2 Explain the marketing mix in the context of international markets.
<b>LO2. 2. Evaluate cultural factors influencing global marketing decisions.</b>	2.1 Analyze how cultural differences impact consumer behavior and marketing strategies. 2.2 Propose adaptations to marketing strategies to meet cultural preferences.
<b>LO3. 3. Assess ethical issues in global marketing.</b>	3.1 Identify ethical challenges in global marketing, such as consumer privacy and fair trade. 3.2 Recommend ethical practices to align marketing with global corporate responsibility.
<b>LO4. 4. Develop a global marketing strategy for a specific market</b>	4.1 Conduct market research to identify target markets and positioning. 4.2 Present a culturally and ethically informed marketing plan for an international product launch.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Global Marketing Principles	<ul style="list-style-type: none"> <li>Lecture: Definitions, scope, and evolution of global marketing</li> <li>Group Discussion: Importance of international marketing in today's business landscape</li> </ul>	LO1, 1.1	
2.	Comparative Study of Domestic vs. Global Marketing	<ul style="list-style-type: none"> <li>Case Study Analysis: Coca-Cola's global vs. local campaigns</li> <li>Activity: Student pairs compare global vs. domestic marketing strategies</li> </ul>	LO1, 1.1	
3.	International Marketing Mix (4Ps) Framework	<ul style="list-style-type: none"> <li>Lecture: Product, Price, Place, Promotion across borders</li> <li>Practice: Critique of failed global marketing mix adaptations (e.g., Walmart in Germany)</li> </ul>	LO1, 1.2	
4.	Strategic Options in Global Marketing	<ul style="list-style-type: none"> <li>Case Review: IKEA's global marketing strategy</li> <li>Presentation: Students analyze one company's 4Ps globally</li> </ul>	LO1, 1.2	
5.	Market Entry Strategies	<ul style="list-style-type: none"> <li>Seminar: Exporting, franchising, licensing, joint ventures, and FDI</li> <li>Group Work: Debate advantages of joint ventures vs. direct investment</li> </ul>	LO1, 1.2	
6.	Review and Integration of Global Marketing Strategies	<ul style="list-style-type: none"> <li>Activity: Role-play developing a market entry plan</li> <li>Reflection: Discuss learning gains and real-world application</li> </ul>	LO1, 1.1, 1.2	

7.	Understanding Cultural Dimensions	<ul style="list-style-type: none"> <li>• Lecture: Hofstede's and Trompenaars' models</li> <li>• Interactive Activity: Analyze real-life ad campaigns using Hofstede's dimensions</li> </ul>	LO2, 2.1	
8.	Cultural Sensitivity in Marketing	<ul style="list-style-type: none"> <li>• Case Study: Pepsi's campaign in China; McDonald's India adaptation</li> <li>• Group Work: Identify and critique culturally insensitive campaigns</li> </ul>	LO2, 2.1	
9.	Review	<ul style="list-style-type: none"> <li>• Peer feedback session</li> <li>• preparation workshop</li> </ul>		
10.	Review	<ul style="list-style-type: none"> <li>• Case-based exam on LOs 1 and 2</li> </ul>		
11.	Adapting Marketing Mix to Cultural Preferences	<ul style="list-style-type: none"> <li>• Workshop: Re-designing an ad campaign to fit Middle Eastern culture</li> <li>• Role-play: Cultural marketing consultants</li> </ul>	LO2, 2.2	
12.	Cross-Cultural Consumer Behavior	<ul style="list-style-type: none"> <li>• Presentation: Students analyze how consumer behavior varies in two markets</li> <li>• Reading Review: Academic journal on consumer ethnocentrism</li> </ul>	LO2, 2.2	
13.	Branding Across Cultures	<ul style="list-style-type: none"> <li>• Case Review: Global branding of Nike, Apple</li> <li>• Guest Lecture: Cultural branding expert (if possible)</li> </ul>	LO2, 2.2	
14.	Simulation – Entering a Culturally Unique Market	<ul style="list-style-type: none"> <li>• Group Simulation: Create a cultural adaptation strategy for a Western firm entering Asia</li> <li>• Feedback and peer assessment</li> </ul>	LO2, 2.1, 2.2	
15.	Review	<ul style="list-style-type: none"> <li>• Review all cases covered during the academic year</li> <li>• Preparation for Final Exam</li> </ul>	LO1-LO2	

16.	Midterm	<ul style="list-style-type: none"> <li>• <b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)</li> </ul>	LO1-LO2	
17.	Feedback & Reflection	<ul style="list-style-type: none"> <li>• Review of key concepts covered</li> <li>• Reflective discussion</li> <li>• Course evaluations</li> </ul>	LO1-LO2	
18.	Introduction to Marketing Ethics	<ul style="list-style-type: none"> <li>• Lecture: Ethical frameworks and marketing responsibilities</li> <li>• Debate: Ethical vs. profit-driven marketing</li> </ul>	LO3, 3.1	
19.	Controversial Global Marketing Practices	<ul style="list-style-type: none"> <li>• Case Study: Nestlé's infant formula scandal in Africa</li> <li>• Discussion: Consequences of ethical missteps</li> </ul>	LO3, 3.1	
20.	Ethical Consumerism and Fair Trade	<ul style="list-style-type: none"> <li>• Guest Speaker: Representative from a fair-trade organization</li> <li>• Activity: Evaluate fair-trade marketing claims</li> </ul>	LO3, 3.2	
21.	Sustainability in Global Marketing	<ul style="list-style-type: none"> <li>• Workshop: Design a green marketing campaign</li> <li>• Reading Discussion: Ethical marketing trends</li> </ul>	LO3, 3.2	
22.	Corporate Social Responsibility in Marketing	<ul style="list-style-type: none"> <li>• Case Review: Patagonia, Ben &amp; Jerry's ethical marketing</li> <li>• Group Work: Create a CSR report for a fictional company</li> </ul>	LO3, 3.2	
23.	Ethics Panel Presentation	<ul style="list-style-type: none"> <li>• Student Panel: Teams present on an ethical dilemma and propose solutions</li> <li>• Peer Evaluation</li> </ul>	LO3, 3.1, 3.2	
24.	Review	<ul style="list-style-type: none"> <li>• Case-based and essay based exam</li> </ul>	LO1-LO2-LO3	
25.	Conducting Global Market Research	<ul style="list-style-type: none"> <li>• Lecture: Market segmentation, targeting, and positioning (STP)</li> <li>• Task: Collect primary and secondary data on a target country</li> </ul>	LO4, 4.1	

<b>26.</b>	Analyzing and Interpreting Market Data	<ul style="list-style-type: none"> <li>Practical Session: SWOT, PESTEL analysis for chosen market</li> <li>Activity: Students present their analysis in a short report</li> </ul>	LO4, 4.1	
<b>27.</b>	Developing a Marketing Strategy	<ul style="list-style-type: none"> <li>Workshop: Build a detailed marketing plan including 4Ps</li> <li>Peer Feedback: Students review and critique others' plans</li> </ul>	LO4, 4.2	
<b>28.</b>	Ethical and Cultural Adaptation in Strategy	<ul style="list-style-type: none"> <li>Discussion: Integrating LO3 insights into strategy</li> <li>Presentation Prep: Finalize strategy slides</li> </ul>	LO4, 4.1, 4.2	
<b>29.</b>	Final Exam Preparation & Review	LO1, LO2, LO3, LO4	LO1, LO2, LO3, LO4	
<b>30.</b>	Final Exam		LO1, LO2, LO3, LO4	