



Module Descriptor

Title	Global Marketing		
Session	2025/26	Status	
Code	MARK08015	SCQF Level	8
Credit Points		ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	X Guo		

Summary of Module

The demand for global marketing has increased significantly in recent years. While basic marketing principles are the same worldwide, their application can vary greatly from one country to another. Strategies that work well in one region may not be effective in another, and companies that ignore global marketing risk losing market share to competitors offering better prices, experiences, and products. This module aims to give students that rich understanding of global marketing, by combining both theory and practical skills. It focuses on developing key skills like critical thinking and research, with a teaching approach that connects these skills to real-world global marketing.

Students will learn how to handle the challenges of creating and implementing global marketing strategies. Key topics include the basics of global marketing, the choice between standardising or adapting strategies for different cultures, the global marketing environment, and entry strategies for international markets. They will also study the global marketing mix and other essential concepts. By the end of the module, students will have a strong foundation in global marketing, preparing them to compete in the global business environment. This supports our graduate attributes and aligns with UNSDG 8, that promotes inclusive economic growth, as well as UNSDG 4, that ensures quality education and lifelong learning for all.

Module Delivery Method	On-Campus¹	Hybrid²	Online³	Work -Based Learning⁴
	☒	☐	☐	☐

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☐ Ayr ☐ Dumfries		☐ Lanarkshire ☐ London ☒ Paisley		☐ Online / Distance Learning ☐ Other (specify)	
	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Develop a critical understanding of the main theoretical concepts related to global marketing
L2	Apply knowledge in the evaluation of issues related to global market entry strategies.
L3	Critically analyse and evaluate the macro environments of organisations operating within the global economy.
L4	Demonstrate understanding of how a firm can achieve global competitiveness through the design and implementation of market-responsive programmes.
L5	Apply the skills of effective problem solving and decision making using appropriate models and frameworks to be able to address international marketing problems within the context of global marketing.

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 8 Demonstrate an understanding of the key theories and frameworks related to global marketing. Show an awareness and understanding of some major current issues and specialisms.
Practice: Applied Knowledge and Understanding	SCQF 8 Apply knowledge and understanding of relevant global marketing strategies. Apply an understanding of carrying out routine lines of enquiry, development or investigation into module level problems and issues.
Generic Cognitive skills	SCQF 8 Undertake a critical analysis of concepts, theories and literature. Use a range of approaches to formulate and critically evaluate evidence-based solutions and responses to defined a routine problems related
Communication, ICT and Numeracy Skills	SCQF 8 Use a range of models and frameworks to demonstrate engagement and communicate effectively to a target audience. Use standard applications to process, obtain and present data.
Autonomy, Accountability and Working with Others	SCQF 8 Exercise autonomy and initiative in module activities in practice. Practice and conduct activities in ways that show awareness of own and

	others' roles, responsibilities and contributions when carrying out and evaluating tasks.
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Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours. 200	
Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	12
Tutorial / Synchronous Support Activity	24
Asynchronous Class Activity	24
Independent Study	140
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The following material forms an essential foundation for the module content and, ultimately, the learning outcomes: Green, M., and Keegan, W. (2020). Global Marketing. 10th ed. Harlow: Pearson Education Ltd. Details of additional resources, including textbooks, journals, and online resources, will be provided at the beginning of each session in the Module Handbook and on the VLE. Textbooks Kotler, P. and Armstrong, G., (2020). Principles of Marketing. New Jersey: Pearson Prentice Hall. Kotabe, M and Helson, K. (2016). Global Marketing Management. Hoboken: John Wiley and Sons. Porter, M.E. (1985). Competitive Advantage. New York: Free Press.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

In line with the Student Attendance and Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the VLE, and complete assessments and submit these on time.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

The learning experience and environment is intended to be flexible and student-centred, aiming to deliver an interactive learning experience. The subject area and teaching / delivery approach supports the principles of EDI. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required, providing flexibility and access.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Please select
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☒ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Marketing, Innovation, Tourism and Events
Moderator	Dr Rong Li
External Examiner	E. Tsoukoku
Accreditation Details	Chartered Institute of Marketing
Module Appears in CPD catalogue	☒ Yes ☐ No
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)**Assessment 1**

Interactive Viva (40%)

Assessment 2

Marketing Report (60%)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Interactive Viva (40%)	☒	☒	☐	☐	☐	40	0

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Marketing Report (60%)	☐	☐	☒	☒	☒	60	0

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who