

Global Marketing Communications (GMKC)

Module guide 2020 - 2021
International Business School

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Module ID	
Academic Year	2020 - 2021
EC	5
Contact hours	40
Course site	Please see respective course site.

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1. Module overview

This guide gives you an overview of Global Marketing Communications (GMKC).

The term “global village” is increasingly applied to today’s fast-paced world. Never is this term more appropriate now than ever in this digital and instant communications era. Globalisation has impacted businesses in a such a phenomenal way that it is virtually impossible to escape from it as they have come to realise that it is imperative to have a global presence. Going across borders means dealing with different cultures, traditions, laws, and regulations. The ability to effectively communicate is now key to provide businesses with a competitive advantage and to capture consumers and markets.

This course reviews the principles of marketing communications, its theoretical frameworks and applications in a global perspective. The various forms of promotional tools (advertising, publicity, PR, social media and so forth) will be discussed and analysed to determine their usage in different cultural contexts and in what ways businesses can use the tools responsibly (CSR) and ethically in order to make sound communications decisions. Cases from a wide variety of backgrounds will be analysed to provide an understanding of the dilemmas (for example, standardisation vs. adaptation of a communications campaign) businesses frequently face and how they may be overcome. The course also addresses digital formats of communications (e.g. social media, blogs, vlogs) as new forms of communications within the broader media landscape.

1.1 Learning goals

#	You can:
1.	Demonstrate an in-depth understanding of marketing communications theories and concepts, connecting them to the company’s value creating strategies.
2.	Determine how cultural differences and sensitivity affect your decision to standardise or adapt a campaign.
3.	Address the complexity of designing and implementing international integrated marketing communications campaigns, for both online and offline environments, including tools (e.g. advertising, public relations, sales promotions), media, and content.
4.	Critically evaluate and verbally communicate ethical and corporate social responsibility issues regarding advertising and other communication tools.
5.	Research extensively and critically appraise an international marketing communications campaign.
6.	Present research findings and communicate them in a professional and academic manner.

Appendix 1 defines the relationship of the learning goals within this module with your programme’s profile competences.



1.2 Coherence with other modules

Global Marketing Communications builds upon the knowledge gained in Marketing Fundamentals, Sales and Digital Marketing, and Cross Cultural Awareness. It complements the year 3 modules International Marketing, Intercultural Awareness and Strategic Marketing Management.

1.3 Study materials & recommended further reading

Required study materials:

Study books					
Title	Author(s)	Publisher	Year	Edition	ISBN-13
Global Marketing Communications (Customized version AUAS)	C. Fill et al.	Pearson	2020	1 st	tba

Recommended further reading:

Books					
Title	Author(s)	Publisher	Year	Edition	ISBN
Marketing Communications	C. Fill and S. Turnbull	Pearson	2019	8 th	9781292234977
Integrated Advertising, Promotion, and Marketing Communications	Kenneth E. Clow, Donald Baack	Pearson	2016	7 th (Global Edition)	9781292093635
Global Marketing and Advertising	Marieke de Mooij	Sage	2014	4 th	9781452257174
Ethics in Marketing: International Cases	Patrick E. Murphy, Gene R. Laczniak	Routledge	2012	1 st	9780415783521
Cultures and Organization: Software of the Mind.	Geert Hofstede	McGraw-Hill	2010	3 rd	9780071664189
Marketing Across Cultures	Jean-Claude Usunier, Julie Anne Lee	Prentice Hall	2013	6 th	9780273757733

Other study materials

Students should familiarise themselves with periodicals, such as the Economist, AdWeek and Times; and newspapers such as the Financial Times, Wall Street Journal and so forth to keep abreast with current developments in the Business world.

1.4 Questions and who to contact

Questions about the module's content and study materials can be addressed to your lecturer(s) during the lessons. The consultation hours of the individual lecturers as well as their office location can be found in the lecturers' profile on the MyAUAS/MijnHvA.



2. Set-up of this module

2.5 Teaching methodology

This class will meet once a week for a lecture and workshop. Lectures are also available online. Students are expected to prepare and read the literature relevant to the week's topic prior to class, which will be run as a activity and discussion workshop. Discussions are encouraged and assessed during class. Case study materials will be used throughout the course for discussion purposes.

Assignments

1. **Debate:** as part of the GMKC course you are expected to debate in class after having carried out research on an ethical communications debate topic which will be provided to you by your lecturer. This will be done in groups, in which each group is either pro and against a statement. **(Decentral- 40% of the overall grade)**
2. **Group Marketing Communications Analysis and presentation:** in groups, students will choose an international company and analyze their marketing communications strategies and tactics. The company must have operations worldwide and have penetrated an overseas market. Students should analyze the marketing communications outside the home-market and assess whether it is an adapted or standardized campaign.

The students are expected to:

- a. Analyse the company and give background information about the market in which the company has entered,
- b. The objectives of the marketing communications,
- c. The marketing communications tools used, critically evaluating their appropriateness, advantages and disadvantages,
- d. What the company has taken into consideration in terms of breaking down culture barriers; or how, if any, the company has to be sensitive towards the culture of the market they have entered. Has the company adapted their existing
- e. What measures, if any, has the company made to ensure their campaign is ethical.
- f. Conclusions and recommendations

Analysis: The final document that students hand in is a "PowerPoint-style" set, hard-copy and soft-copy, with no more than two slides per page. It must include a title page with student names and numbers, covering the above-mentioned elements. The analysis is handed in at the beginning of the final presentation and sent electronically via e-mail to your lecturer on the same day.

Presentation: Students are expected to present their findings of their chosen company in class to highlight specific areas of interests. The presentation should last no longer than 10-15 minutes, with 5 minutes for Q&A.

(Decentral- 60% overall: 40% analysis, 20% presentation)

The assessment model(s) for the assignment(s) can be found in Appendix 2.



2.6 Assessment

The assessment methods used in this module are summarised below. The table also shows how the grade for this module will be calculated.

#	Description	Form	Learning goal(s) #	Lecture week	Weight (%)
1	Debate	Individual	1,3,4,6	6	40
2	International Marketing Communications Analysis + Presentation	Group	1-6	13	60
					100%

2.7 Resit

If the average grade obtained for this module is below 5.5 you must do a resit. Which resit(s) you must do depends on which part(s) is/were insufficient. The different situations are illustrated in the table below.

Situation:	The resit will consist of the following test(s):	Your average module grade after resit will be calculated using the following weights:	The resit(s) will be scheduled in:
1	<ul style="list-style-type: none"> Average grade for the whole module ≥ 5.5 	No resit needed	N.A.
2	<ul style="list-style-type: none"> Average grade for the whole module < 5.5 	<p>The debate can be resat by handing in a two-page essay about the debate topic.</p> <p>The group assignment can be resat by handing in a report based on a case study.</p>	<p>40%</p> <p>60%</p>

2.8 General regulations

- 1 You are required to prepare for lessons. If you come to class unprepared, the lecturer has the right to deny you access to the lesson. What is requested of you in terms of lesson preparation is stated below and/ or on the MyAUAS/MijnHvA for this module.
- 2 You must bring a laptop to school for each class. It is your responsibility to make sure that the battery lasts throughout each lesson. If you fail to bring a laptop to class and/or if the battery does not last throughout class, this is regarded as not being prepared. A lecturer then has the right to deny you (further) access to that lesson.



- 3 The assignments will not be graded if the level of English is inadequate or if other non-compliance with the IBS Reporting Guidelines is verified. If that is the case, you have to hand in your assignment again in the appointed resit period.

2.9 Lesson plan*

Will be provided in a separate document.

*subject to change as and when communicated



Appendix 1: Relationship with your programme's profile competencies

LG	You can:
1.	Demonstrate an in-depth understanding of marketing communications theories and concepts, connecting them to the company's value creating strategies.
2.	Determine how cultural differences and sensitivity affect your decision to standardise or adapt a campaign.
3.	Address the complexity of designing and implementing international integrated marketing communications campaigns, for both online and offline environments, including tools (e.g. advertising, public relations, sales promotions), media, and content.
4.	Critically evaluate and verbally communicate ethical and corporate social responsibility issues regarding advertising and other communication tools.
5.	Research extensively and critically appraise an international marketing communications campaign.
6.	Present research findings and communicate them in a professional and academic manner.

LG	IB Intended learning outcomes
1.	MS3
2.	GM2; GM3
3.	MS1; MS3
4.	ERS1; GM1
5.	MS1; MS2;MS3
6.	MS1; MS2;MS3; GM1



Appendix 2: Assessment model(s)

Debate

criteria	detailed description	grade	percentage
Presentation and communication skills	The student has an active body stance that communicates interest, confidence, and enthusiasm. There is an adequate and understandable pace of presenting.	Exceeds expectations (7.5-10) Meets expectations (5.5-7.4) Approaches expectations (2.5-5.4) Component not (or barely) evidenced (0-2.4)	30%
Content and structure	The overall group work should have an introduction in which the statement is explained, the arguments defending the statement, and a conclusion demonstrating the position towards the statement. The student delivers appropriate content with a logical structure. The student builds the argument with clear links and references to research.	Exceeds expectations (7.5-10) Meets expectations (5.5-7.4) Approaches expectations (2.5-5.4) Component not (or barely) evidenced (0-2.4)	70%

Group Project

Criteria	Grade			
	0,0-5,4	5,5-6,9	7,0-8,9	9,0-10,00
Pre-requisite	Company chosen must be international.			
Information regarding the company, the marketing communications plan, and target market situation (10%)	Not provided or not relevant.	Some information is provided, but no data regarding research is provided. The marketing communications plan executed by the company not discussed. Limited research regarding the target market situation	A good overview, some information regarding any research is discussed. A moderate discussion of the marketing communications plans.	A detailed account of the company background is provided. The marketing communications plan is thoroughly discussed. Excellent analysis of the target market situation. The writing is clear and concise.
Marketing Communications objectives set by the company (25%)	The communications objectives are not discussed.	The communications objectives mostly correctly identified, but their viability is not examined.	The communications objectives are correct and their applicability is moderately examined.	The communications objectives are correct and their applicability is fully examined.
Marketing communications tools (30%)	No or incorrect communications tools are examined.	Some communications tools are examined, but their relevance and appropriateness are not investigated.	Most relevant communications tools are examined and their relevance and appropriateness are investigated.	All relevant communications tools are examined in a clear systematic manner with an excellent discussion on their relevance and appropriateness.
Cultural dimensions (10%)	No or little discussion.	Some discussion of culture and its relevance in choosing the MKC tools.	A good discussion of culture, but its relevance is not always correct.	An outstanding discussion of culture and its relevance is correct.
Ethics and Corporate Social Responsibility (5%)	No or little discussion.	Some discussion, but not correctly identified.	Good discussion and mostly correct.	An excellent discussion of the strategies adopted by the company and correctly
Conclusion and Recommendations (20%)	No conclusion.	Conclusion is present, but no recommendations. New ideas may have been introduced in the conclusion.	Good conclusion, state main findings. Some recommendations.	Thorough conclusion. State main findings and their implications, short and long perspectives. Excellent recommendation. Very well formulated.



Group Presentation

Criteria	Grade			
	0,0-5,4	5,5-6,9	7,0-8,9	9,0-10,00
Pre-requisite	Company chosen must be international			
Background information on the company and target market (10%)	Not provided or not relevant.	Some information is provided, but no data regarding research is provided. The marketing communications plan executed by the company not discussed.	A good overview, some information regarding any research is discussed. A moderate discussion of the marketing communications plans.	A detailed account of the company background is provided. The marketing communications plan is thoroughly discussed. The writing is clear and concise.
Main Body: MarComm Objectives, MarComm Tools, Culture, Ethics and Corporate Social Responsibility (35%)	No discussion or not correct.	Some discussion, but not thorough or coherent.	Coherent discussion, but the linkages are not always clear.	Information thoroughly and coherently presented. Well structured.
Conclusion and Recommendations (15%)	No conclusion.	Some conclusion, but not all the main points stated and recommendations absent.	Good conclusions. Include most main findings. Some recommendations.	Excellent conclusion that states all the main points. Relevant recommendations.
Q&A (20%)	Questions cannot be answered or not correctly answered	Some questions are answered but not always correct. Only one or two members of the group answered the questions.	Questions are answered and mostly correctly. Everyone is able to answer questions.	Questions are fully understood and answered with demonstrated knowledge. All team members are able to answer questions.
Overall Presentation Skills (20%)	Poorly displayed. No evidence of any group work. Poor time management.	OK, but not always able to hold the attention of their audience. Visual aids not present or with mistakes. Speak either too soft or too fast or reading from notes. Little eye contact. No or little evidence of group practice.	Good, generally able to hold the attention of the audience. Visual aids good with some minor mistakes. Some members speak either too soft or too fast. Some eye contact. Some evidence of group practice.	Outstanding presentation. Show enthusiasm and able to hold the attention of the audience at all time. A variety of vocal tones displayed and spoken at a good pace. No reading from notes and good eye contact. Strong evidence of group practice. Excellent time management.