



# Global Marketing Communications (GMKC)

Module guide 2016 - 2017  
International Business School

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# 1. Module overview

This guide gives you an overview of Global Marketing Communications (GMKC). More detailed information can be found on the DLWO (<https://dlwo.dem.hva.nl>)

## 1.1 Content

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 framework 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 cultures; and in what ways can businesses use the tools responsibly (CSR) and ethically in order to make sound communications decisions. Cases from a wide variety of background 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. We will also address the issues surrounding Geo and Multi-channel marketing, and the influence they have on communications.

## 1.2 Learning goals

#	You can:
1.	Demonstrate an in-depth understanding of marketing communications theories and concepts.
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.
4.	Critically evaluate ethical and corporate social responsibility issues regarding advertising and other communication tools, such as deceptive advertising.
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.

## 1.3 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.



## 1.4 Study materials & recommended further reading

### Required study materials:

Study books					
Title	Author(s)	Publisher	Year	Edition	ISBN-13
<b>Marketing Communications: discovery, creation and conversations</b>	Chris Fill, Sarah Turnbull	Pearson	2016	7 <sup>th</sup>	9781292092614

Other study materials		
Title	Author(s)	Where to find this material?
<b>Ethics in Communication: Mission Impossible?</b>	K. S. Jahdi	GMKC Reader on DLWO
<b>A marketing communications approach for the digital era: Managerial guidelines for social media integration</b>	Ginger Killian, Kristy McManus	GMCK Reader on DLWO
Other materials will be given out throughout the course and can be found on DLWO.		

### Recommended further reading:

Books					
Title	Author(s)	Publisher	Year	Edition	ISBN
<b>Integrated Advertising, Promotion, and Marketing Communications</b>	Kenneth E. Clow, Donald Baack	Pearson	2016	7 <sup>th</sup> (Global Edition)	9781292093635
<b>Global Marketing and Advertising</b>	Marieke de Mooij	Sage	2014	4 <sup>th</sup>	9781452257174
<b>Ethics in Marketing: International Cases</b>	Patrick E. Murphy, Gene R. Lacniak	Routledge	2012	1 <sup>st</sup>	9780415783521
<b>Cultures and Organization: Software of the Mind.</b>	Geert Hofstede	McGraw-Hill	2010	3 <sup>rd</sup>	9780071664189
<b>Understanding Business Ethics</b>	Peter Stanwick, Sarah Stanwick	Sage	2013	2 <sup>nd</sup>	9781483323091
<b>Marketing Across Cultures</b>	Jean-Claude Usunier, Julie Anne Lee	Prentice Hall	2013	6 <sup>th</sup>	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.					

## **1.5 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 DLWO.



## 2. Set-up of this module

### 2.1 Teaching methodology

This class will meet once a week for lecture and workshop. Students are expected to prepare and read the literature relevant to the week's topic prior to class. Discussions are encouraged and assessed during class. Case study materials will be used throughout the course and each week a team of students will lead the class for 45 minutes to discuss the assigned case.

### 2.2 Assignments

1. **Individual Ethics Paper:** students will be expected to choose and research an international company on their corporate social responsibility (CSR) stance. This research will result in a short essay (maximum 1,000 words) that critically evaluates the chosen company. To successfully complete this assignment, each student will be expected to read the case study assigned for the week and come fully prepared for discussion. For each session is a group of students chosen as the leaders. The paper is due in by week 4. (20%)
2. **Group Marketing Communications Analysis and presentation:** in groups, students will choose an international company and analyse their marketing communications strategies and tactics marketing communications or is it a standardized campaign. The company must have operations worldwide and have penetrated an overseas market. The students are expected to:
  - a. Analyse the market (external, competitors, target audience, positioning) in which the company has entered,
  - b. Discuss if the company has carried out any prior research,
  - c. The objectives of the marketing communications,
  - d. The marketing communications tools used, critically evaluating their appropriateness, advantages and disadvantages,
  - e. 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
  - f. What measures, if any, has the company made to ensure their campaign is ethical.

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 minutes, with 5 minutes for Q&A. This will be done prior to the submission of the written analysis and is intended to provide feedback to the students. (30% analysis, 10% presentation)

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

### 2.3 Exams

#### **Individual Exam (Central – 40% of the overall grade)**

- A case study will be issued two weeks prior to the examination date.
- Students are expected to analyse the case.
- No questions are given prior to the examination.
- All learning goals will be assessed.
- This examination assesses the students' ability to think critically and analytically, and how well they can apply the theoretical frameworks to a real life situation.
- The examination date, time and location will be centrally organised.
- The result of the examination will be posted in SIS.



## 2.4 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 (%)
2	Ethics Discussion and Essay	Individual	2,3,4	6	20
3	International Marketing Communications Analysis + Feedback Presentation	Group	1-6	13	40
5	Case Study Examination	Individual	1-6	14	40
					100%

## 2.5 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 • Average grade for the whole module $\geq$ 5.5	No resit needed	N.A.	N.A.
2 • Average grade for the whole module $<$ 5.5	Individual assignment can be repaired and resubmitted (20%)  No resit possible for the group assignment.  The central examination can be retaken (40%)		Allocated FEM resit period (will be filled in by O&K)

## 2.6 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 DLWO 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.



## 2.7 Lesson plan

Lecture week	Lesson	Preparation
1	- Course Introduction - Marketing Communications Overview - The Paradoxes in Global Marketing Communications	Fill, C. Chapter 1 (Mooij, M. Chapter 1)
2	- Marketing Communications: Strategies and Planning - Marketing Communications: Objectives and Positioning	Fill, C. Chapters 5 & 6
3	- Marketing Communications: Objectives and Positioning - Case Study 1	Fill, C. Chapter 6 Given out in week 2
4	- Branding and Global Branding - Case Study 2	Fill, C. Chapter 11 (Mooij, M. Chapter 2) Given out in week 3
5	- Values and Culture - Dimensions of Culture - Regulations and Ethical Concerns - Case Study 3	Mooij, M Chapter 3 Mooij, M Chapter 4 Clow & Baack, Chapter 14 Given out in week 4
6	The Marketing Communications Mix - Advertising: role, forms and strategy - Creativity, Messages and Appeals - Culture and Advertising Appeals	Fill, C. Chapter 14 Fill, C. Chapters 25 & 26 (Mooij, M. Chapter 9)
7	- Public Relations - Sponsorship - Case Study 4	Fill, C. Chapters 15 & 16  Given out in week 5
8	- Direct Marketing and Personal Selling - Sales Promotion, Field Marketing and Brand Experiences	Fill, C. Chpater 17 Fill, C. Chapter 18
9	The Media - Traditional Media - Digital Media - Case Study 5	Fill, C. Chapter 20 Fill, C. Chapter 21 Given out in week 8
10	- Media Planning: delivering the message - Cultures and Media - Case study 6	Fill, C. Chapters 24 (Mooij, M. Chapter 8) Given out in week 9
11	- Integrated Marketing Communications - Evaluating an Integrated Marketing Program	Fill, C. Chapter 10 (Clow & Baack, Chapter 15)
12	Group Presentation	
13		EXAMS

## Appendix 1: Relationship with your programme's profile competencies

LG	You can:
1.	Demonstrate an in-depth understanding of marketing communications theory and concepts.
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.
4.	Critically evaluate ethical and corporate social responsibility issues regarding advertising, such as deceptive advertising.
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	IBMS Profile Competencies
1.	III.6 International Marketing and Sales Management, II.3 International Strategic Vision Development.
2.	I.1 International Business Awareness, I.2 Intercultural Competency. III.6 International Marketing and Sales Management
3.	III.6 International Marketing and Sales Management, IV.1 Leadership
4.	VI.7 Ethical and Corporate Social Responsibility, VI.6 Learning and Self-development
5.	III.6 International Marketing and Sales Management, V.4 Business Research Methods, V.5 Planning and Organising, VI.6 Learning and Self-development
6.	III.6 International Marketing and Sales Management, IV. Business Communications, V.5 Planning and Organising, VI.6 Learning and Self-development

## Appendix 2: Assessment model(s)

### Individual Ethics Essay

Criteria	Grade	0-5,4	5,5-6,9	7,0-8,9	9,0-10,00
<b>Introduction</b>	Essay has no or poor introduction.	Essay is introduced but not comprehensive.	Good introduction, but some information (background of the essay or the structure) is missing.	Essay is well introduced and the structure is clearly explained.	
<b>The Argument</b>	No argument or does not clearly state what it is.	Argument is present, but confused, one sided and/ or unclear.	Clear argument, and in some parts analytical. Several angles are considered.	Excellent argument. All angles are considered and well explained.	
<b>Reasoning (theories, supporting evidence, and personal experience used)</b>	No or little supporting material present.	Some theories are used, but not always relevant or coherent. Little to no usage of supporting evidence from case studies or other material.	Relevant theories used and mostly support the main argument. Some use of personal experience, but evidence from wider sources not shown.	Relevant theories used and correctly support the main argument. Supporting evidence drawn from personal experience and a wider context is coherent and applicable.	
<b>Conclusion</b>	Missing or irrelevant.	Conclusion not precise. A clear position is not taken or the taken position contradicts theories discussed earlier.	A clear opinion is assumed and mostly supported by the theories discussed. Some suggestion of recommendations.	Well defined and chosen position and properly justified. Recommendations are made using appropriate theories.	
<b>APA Style (Pre-requisite)</b>	No referencing.	Some referencing but not APA style.	APA style referencing but with errors.	Correct and academically accurate referencing.	
<b>English (Pre-requisite)</b>	Poor sentence structures. Many spelling mistakes. Often incomprehensible. No evidence of editing or proofreading	Satisfactory sentence structures. Some spelling mistakes. Some sentences do not convey their true meaning. Dutch or other language is used. Little evidence of editing or proofreading.	Well-formed sentences. Few spelling mistakes. Occasionally sentences can be better phrased. Evidence of editing or proofreading.	Excellent sentence structures and spelling. Essay fully edited and proofread.	

## Group Project

Criteria	Grade			
	0,0-5,4	5,5-6,9	7,0-8,9	9,0-10,00
<b>Pre-requisite</b>	Company chosen must be international.			
<b>Context Analysis (Internal, External, Competitors, Target audience, Positioning)</b>	None or little analysis carried out.	The information used is relevant to the company but a weak analysis is made. Referencing are incorrect (non-APA style) or not complete.	Information is relevant, analysis is moderate to good. Referencing is mostly correct.	Excellent, thorough and deep analysis and well referenced, using APA style.
<b>Information regarding the company (research carried out prior to entering a new market and state briefly the marketing communications plan)</b>	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.
<b>Marketing Communications Objectives set by the company</b>	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.
<b>Marketing Communications Tools</b>	No or incorrect communications tools are examined.	Some communications tools are examined, but their relevance and appropriateness are not investigated.	Most communications tools are examined and their relevance and appropriateness are investigated.	All communications tools are examined with an excellent discussion on their relevance and appropriateness.
<b>Cultural Dimensions</b>	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.
<b>Ethics and Corporate Social Responsibility</b>	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
<b>Conclusion and Recommendations</b>	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 for Feedback

Criteria		Grade		
	0,0-5,4	5,5-6,9	7,0-8,9	9,0-10,00
<b>Pre-requisite</b>		Company chosen must be international		
<b>Context Analysis (Internal, External, Competitors, Target audience, Positioning)</b>	None or little analysis carried out.	The information used is relevant to the company but a weak analysis is made. Referencing are incorrect (non-APA style) or not complete.	Information is relevant, analysis is moderate to good. Referencing is mostly correct.	Excellent, thorough and deep analysis and well referenced, using APA style.
<b>Background information</b>	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.
<b>Main Body: MarComm Objectives set by the company, MarComm Tools, Culture, Ethics and Corporate Social Responsibility</b>	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.
<b>Conclusion and Recommendations</b>	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.
<b>Time Management</b>	Poor. Presentation cannot be completed.	Up to 3 minutes over time.	Up to 1 minute over time.	No over time.
<b>Q&amp;A</b>	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.
<b>Overall Presentation Skills</b>	Poorly displayed. No evidence of any group work.	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.