Module Definition Form (MDF)

Module code: MOD004152	**Version:** 5 **Date Amended:** 16/Jun/2026

1. Module Title
International Marketing and Brand Management

2a. Module Leader
Grace Famoriyo

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In today's digital world, big brands are known and coveted by consumers around the world. In fact, social influencers can create a desire for a brand or a product in countries where it is not even available! In this module, you'll learn the techniques of international marketing and how brands can appeal to consumers in different markets, including how to assess market opportunities and develop brand strategies appropriate for a variety of international markets. In particular, you'll learn more about brand management theory and analyse why some brands manage to cut through cultural boundaries to target a broader consumer base. This will involve deconstructing brands to understand the value they create for the consumer and the essence of their appeal. Brand listings will also be examined to understand what makes a brand valuable, how to increase brand equity, and how other brands can improve their ranking.

6b. Outline Content

Globalisation of Markets Global Marketing Information Systems and Research The Global Marketing Environment (Political, Economic and Socio-Culture) Understanding Cultural Dynamics International Branding and Brand Strategy International Market Selection Foreign Market entry modes Product Decisions for International Markets Pricing for International Markets International Communication Decisions International Distribution Decisions International Marketing Programmes Brand Management theory relating to defining/constructing brands and how we can "read brands", an exploration of brand loyalty, image and theories relating to brand personality Social responsibility and ethical issues in international marketing

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Explain relevant concept and models supporting the development of international marketing decisions and critically review brand management theory
2	Knowledge and Understanding	Understand and apply the sources of marketing research information to support the international strategy process, and of the various methodologies used in this process
3	Knowledge and Understanding	Critically analyse the international marketing environment and its influence on the marketing operations of the firm
4	Intellectual, practical, affective and transferrable skills	Understand and be able to apply the principles of international market entry and branding strategies using the various theories of internationalization and brand development respectively
5	Intellectual, practical, affective and transferrable skills	Critically evaluate issues surrounding the development of international marketing and how to select, implement, analyze and evaluate each element of the mix successfully
6	Intellectual, practical, affective and transferrable skills	Research and write a report of an international marketing opportunity or a case study, with appropriate data gathering and analysis

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	0	N/A	N/A
Other teacher managed learning	48	1-6	1 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours Followed by; 2hr Tutorials (face-to-face, with a SSR of 100:1) per 11 weeks Followed by; 2hr Workshops (face-to-face, with a SSR of about 25:1) per 11 weeks
Student managed learning	252	1-6	Reading, session preparation, assessment preparation, research, writing. Including time spent on online community (e.g. padlet, which will be moderated weekly or about 40 minutes per week by module leader
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	40 (%)
Individual Project 6,000 words maximum					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]