Assignment Title: Creating Global Marketing Management Assessment

Module Name: Global Marketing Management

Learning Outcomes: Upon completion of this assessment, students should demonstrate proficiency in the following learning outcomes:

1. Introduction to Global Marketing
2. Cultural Sensitivity and Adaptation in Global Marketing
3. International Market Entry Strategies
4. Market Research and Analysis in Global Marketing
5. Global Branding and Positioning
6. Global Marketing Communication
7. Global Marketing Ethics and Corporate Social Responsibility

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Assessment Description: This assessment is designed to evaluate your understanding and application of global marketing management principles. You will be required to develop a comprehensive global marketing plan for a business or product. Your strategy should encompass international market entry, cultural sensitivity, market research and analysis, global branding, marketing communication, and ethical considerations. This assessment aims to assess your ability to synthesize and apply knowledge to real-world global marketing scenarios.

Assessment Instructions:

- **Selection of Real-World Organization or Product**: First, choose an organization or product that will serve as the focal point of your global marketing plan. This selection will set the stage for your entire strategy.
- **Crafting a Comprehensive Global Marketing Plan**: Your task is to develop a holistic global marketing plan that aligns with the learning outcomes of Module 3. This plan should encompass elements related to global market entry, cultural sensitivity, market research and analysis, branding and positioning, marketing communication, and ethical considerations, tailored to the chosen real-world context.
- **In-Depth Explanations and Justifications**: In your plan, provide in-depth explanations and justifications for the strategies and decisions you make. Clarify why certain approaches were chosen, linking them to the broader goals and objectives of the selected organization or product on a global scale.
- **Real-World Examples and Case Studies**: Strengthen your arguments and recommendations by integrating real-world examples and pertinent case studies from similar organizations or products.

Demonstrating how successful entities have applied similar strategies will enhance the credibility of your plan.

- **Reflection on Potential Challenges and Solutions**: Anticipate potential challenges that may arise in implementing your global marketing plan within a real-world context. Reflect on these challenges and propose effective solutions or mitigation strategies. Your ability to foresee and address real-world obstacles is crucial.
- Submit the assignment as an MS Word file on UeCampus LMS.

Word Count or Length:

The assignment should be 3500 words in length, excluding the cover page, index page, and references.

Assessment Weighting:

This assessment carries a weightage of 100% towards the final grade.

Assessment Criteria/Rubric:

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	Distinction	Good	Pass	Fail
Criteria	91-100	71-90	50-70	0-49
Content	Thorough synthesis; substantial original thought which demonstrates a deep understanding of the subject matter.	Thorough critical synthesis with original thought.	The main ideas are described with evidence of evaluation and some original thinking is included.	Insufficient information or containing irrelevant information to the topic.
Application of Theory and Literature	Expertly applies theory and integrates relevant literature to support ideas and concepts.	Clear, relevant theory application with full integration of supporting literature.	Satisfactory application of theory with the utilization of literature to substantiate ideas and concepts.	Little or no evidence of applying theory and relevant literature.
Knowledge and Understanding	Thorough exploration beyond fundamental concepts and principles.	The individual possesses extensive knowledge and a deep understanding of the fundamental principles and concepts.	The learner demonstrates a fundamental understanding of essential concepts and principles.	There is minimal or no demonstration of knowledge or comprehension of fundamental concepts and principles.

Presentation and Writing Skills	Polished, coherent, error-free presentation surpassing expected level with logical structure and syntax.	Clear, coherent and error-free presentation demonstrating mastery at this level.	Systematic and organized presentation with minor mistakes or omissions in mechanics and syntax.	The presentation lacks cohesion and logic, containing significant errors that impede the communication of meaning.
Referencing	Sophisticated application of in-text citation and referencing.	The attainment of expertise in the use of in-text citation and referencing.	Basic proficiency in in-text citation and referencing.	There is little or no evidence of proper referencing or the use of sources.

Instructor's Comments			
Total Score		**Grade**	

Instructions:

1) Circle one box for each criterion to reflect the student's performance.

2) Provide feedback for each criterion in the "Instructor's comments" row.

3) Calculate the final mark by dividing the total score by 5.

Marking and Grading	**Grade**

	Distinction	Good	Pass	Fail
Score Range	91-100	71-90	50-70	0-49

Criteria	Score
Content	66
Application of Theory and Literature	70
Knowledge and Understanding	68
Presentation/Writing Skills	59
Referencing	77
Total Score	340 / 5 = 68 - Pass

Referencing and Citation Style: Harvard Referencing Style

Academic Integrity and Plagiarism: Plagiarism will not be tolerated. The maximum tolerance level for similarity is 15%, with no single source contributing more than 5%. Do not copy from other students' work or assignment-helping websites such as ukessays.com, etc.

Submission Format: Submit your assignment as an MS Word file on UeCampus LMS.

Contact Information: For any questions or clarifications, please contact Support@uecampus.com

Special Instructions: Please adhere to the following special instructions:

1. Create a cover page with the assignment title, title of the course and student name.
2. Use Calibri Font, with a font size of 12, and maintain a line spacing of 1.
3. Include an index/Table of Contents page.
4. Provide a References page at the end of the assignment for all sources cited.