

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

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| **Module Code: UCBP7007** |
| **Module Title: Global Marketing Management** |
| **Tutor: Dr Karam Al Mandil** |
| **Title of the item of work: Assessment 1 – Report (Weighting 60%)** |
| **Wordage: 3000** |
| **The task is to choose a company that is embarking on global expansion and help the company decide on which market/country to enter and how it should enter in order to challenge and compete against the existing competitors in the market**  **By using a report format, you should evaluate critically and briefly the trends in the international market sector in which the company operates, and comment on how well your chosen company is placed to develop globally in the selected international market.**  **Note: you must choose a company different from the one chosen in the first attempt.** |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***03/05/2023*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in pdf/Word format.  ✓ |