

**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 2 – Report (Weighting 40%)** |
| **Wordage: 2000** |
| **The topic of standardisation/adaptation of companies’ international marketing, including their product, pricing, distribution, and communication strategies, has always been a central issue for international marketing research.**  **By following a report format, your task is to investigate and evaluate the strategic marketing activities used by a variety of multinationals to respond to this issue.**  **Your investigation should be informed by relevant literature on international marketing and consumer behaviour.** |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***03/05/2024*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in pdf/Word format.  ✓ |