

**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:** Standardisation vs. Adaptation in International Markets |
| **Wordage:** 2000 |
| Striking a balance between efficiency and effectiveness in international markets requires a well-managed approach to standardisation and adaptation of marketing activities.  In a report format, discuss critically how international companies maintain this balance, highlighting the role of a thorough understanding of consumer behaviour across different markets and cultures. This may include the key marketing decision areas of product management, pricing, distribution, and marketing communications.  Your investigation should be supported with a variety of practices adopted by these companies and informed by relevant literature on international marketing and consumer behaviour. |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***02/05/2025*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in Word format.  ✓ |