

**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:** International Market Entry |
| **Wordage:** 3000 |
| **Report:**  ***Part 1: Market Entry Proposal: 2500 words***  The task is to choose a company expanding internationally and help this 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 its international presence in the selected international market.  ***Note: Your company choice must be different from the previous attempt.***  ***Part 2: Personal Reflection: 500 words***  The task in this part is to express through analysis and reflection how your experience in this module shaped your thoughts and opinions on marketing across countries. |
| **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.  ✓ |