**Module Home Page Template**

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| Page 1 | | | | | |
| TemplateName | | Home Page | | | |
| PageTitle | | Test1 | | | |
| **Section 1** | | | | | |
| **IntroText\_1** | | ***introtext*** | | | Welcome to **Global Marketing Management!** |
| **IntroText\_2** | | ***introtext*** | | | Explore the issues involved in expanding into international markets. |
| **IntroText\_3** | | ***introtext*** | | | Follow the learning to build a portfolio of work so that you can complete a real-world |
| **IntroText\_4** | | ***introtext*** | | | assignment: your Marketing Plan. |
| **Section 2** | | | | | |
| ***SectionBannerImage\_1*** | | | ***link\_title*** | Your Brief | |
| ***SectionBannerImage\_1*** | | | ***image\_alt*** | HomePageImage\_2x.jpg | |
| ***Tile\_1*** | | | ***title1*** | Your assignment | |
| ***Tile\_1*** | | | ***link\_title*** | Your assignment | |
| ***Tile\_1*** | | | ***title2*** | View Brief | |
| ***Tile\_2*** | | | ***title1*** | View Brief | |
| ***Tile\_2*** | | | ***link\_title*** | Deciding to internationalise | |
| ***Tile\_2*** | | | ***link\_href*** | Deciding to internationalise | |
| ***Tile\_2*** | | | ***title2*** | **Week 1** | |
| ***Tile\_3*** | | | ***title1*** | Deciding on markets | |
| ***Tile\_3*** | | | ***link\_title*** | Deciding on markets | |
| ***Tile\_3*** | | | ***link\_href*** | Deciding on markets | |
| ***Tile\_3*** | | | ***title2*** | **WEEK 2** | |
| ***Tile\_4*** | | | ***title1*** | Market Entry Strategies | |
| ***Tile\_4*** | | | ***link\_title*** | Market Entry Strategies | |
| ***Tile\_4*** | | | ***link\_href*** | Market Entry Strategies | |
| ***Tile\_4*** | | | ***title2*** | **WEEK 3** | |
| **Section 3** | | | | | |
| **Syllabus** | ***heading*** | | | | Syllabus |
| **Syllabus** | ***title\_href*** | | | | Syllabus |
| **Syllabus** | ***title*** | | | | Go To Syllabus |

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| Page 2 | | | | |
| TemplateName | Assignment Brief | | | |
| PageTitle | Test2 | | | |
| **Section 1** | | | | |
| **PreviousPage** | | ***pagetitle1*** | Test1 | |
| **PreviousPage** | | ***pagetitle2*** | Test2 | |
| **PreviousPage** | | ***pagetitle3*** | Test3 | |
| **Section 2** | | | | |
| ***Assignment\_1*** | | ***heading*** | | Assignment Brief |
| ***Assignment\_1*** | | ***video\_src*** | | https://www.magicsw.com/magicdemos/sussex/canvas/video2/index.html |
| ***Assignment\_1*** | | ***videosize*** | | 30 min |
| ***Assignment\_1*** | | ***description1*** | | Gain insight into how a real business moves into international markets. |
| ***Assignment\_1*** | | ***description2*** | | Successful entrepreneur Kathy Caton explains why she decided to go global, how she did so and the impact this had. |

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| Page 3 | | | |
| TemplateName | Team Task | | |
| PageTitle | Test3 | | |
| **Section 1** | | | |
| **PreviousPage** | | ***pagetitle1*** | ASSIGNMENT BRIEF |
| **Section 2** | | | |
| ***Heading\_1*** | | ***introtext*** | Rene's Introduction |
| ***Teamwork\_1*** | | ***video\_src*** | https://www.magicsw.com/magicdemos/sussex/task/video1/index.html |
| ***Teamwork\_1*** | | ***descriptiontext1*** | Finding out about other markets and collaborating is key to global marketing. |
| ***Teamwork\_1*** | | ***descriptiontext2*** | To complete your assignment, you need to work with your colleagues. |
| ***Teamwork\_1*** | | ***descriptiontext3*** | First of all, get to know your group and introduce yourself. |
| ***Teamwork\_1*** | | ***descriptiontext4*** | Not sure how? Listen to Module Lead René Moolenaar explain. |
| ***Teamwork\_1*** | | ***descriptiontext5*** | **Note:** there is support in selecting and working with someone – watch for messages. |
| **Section 3** | | | |
| ***Teamwork\_2*** | | ***heading*** | Task 1: Introduce yourself (Updated) |
| ***Teamwork\_2*** | | ***image\_alt*** | introduce.png |
| ***Teamwork\_2*** | | ***descriptiontext1*** | Finding out about other markets is key to global marketing. |
| ***Teamwork\_2*** | | ***descriptiontext2*** | To complete your assignment, you need to work with your colleagues. |
| ***Teamwork\_2*** | | ***descriptiontext3*** | First of all, get to know your group and introduce yourself. |