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| Page 1 | | | | |
| TemplateName | Home Page | | | |
| PageTitle | SaurabhTestDemo1 | | | |
| **Section 1** | | | | |
| **IntroText** | ***introtext1*** | | | Welcome to **Global Marketing Management New Update** |
| **IntroText** | ***introtext2*** | | | Many organisations around the world consider some form of export or international activity to grow their business. Over the next few weeks you’ll learn the basics of global marketing management – whether to embark on this journey or not, and how to develop and implement an international marketing plan. |
| **IntroText** | ***introtext3*** | | | Follow the learning journey and build a portfolio of work to complete a real-world assignment, your international marketing plan. |
| **Section 2** | | | | |
| ***SectionBannerImage*** | | ***bannerlink\_title*** | Your Brief | |
| ***SectionBannerImage*** | | ***banner\_alt*** | home\_banner.jpg | |
| ***Tile\_1*** | | ***link\_href*** | Assignment brief | |
| ***Tile\_1*** | | ***title1*** | Your assignment | |
| ***Tile\_1*** | | ***link\_title*** | Your assignment | |
| ***Tile\_1*** | | ***title2*** | VIEW BRIEF | |
| ***Tile\_2*** | | ***link\_title*** | Deciding to internationalise | |
| ***Tile\_2*** | | ***link\_href*** | Week 1: Deciding to internationalise: Focus | |
| ***Tile\_2*** | | ***title1*** | Deciding to internationalise | |
| ***Tile\_2*** | | ***title2*** | **WEEK 1 New** | |
| ***Tile\_3*** | | ***link\_title*** | Deciding on markets | |
| ***Tile\_3*** | | ***link\_href*** | Week 2: Deciding on markets: Focus | |
| ***Tile\_3*** | | ***title1*** | Deciding on markets | |
| ***Tile\_3*** | | ***title2*** | **WEEK 2** | |
| ***Tile\_4*** | | ***link\_title*** | Market entry strategies | |
| ***Tile\_4*** | | ***link\_href*** | Week 3: Market entry strategies: Focus | |
| ***Tile\_4*** | | ***title1*** | Market entry strategies | |
| ***Tile\_4*** | | ***title2*** | **WEEK 3** | |
| ***Tile\_5*** | | ***link\_title*** | Product and price | |
| ***Tile\_5*** | | ***link\_href*** | Week 4: Product and price: Focus | |
| ***Tile\_5*** | | ***title1*** | Product and price | |
| ***Tile\_5*** | | ***title2*** | **WEEK 4** | |
| ***Tile\_6*** | | ***link\_title*** | Distribute and communicate | |
| ***Tile\_6*** | | ***link\_href*** | Week 5: Distribute and communicate: Focus | |
| ***Tile\_6*** | | ***title1*** | Distribute and communicate | |
| ***Tile\_6*** | | ***title2*** | **WEEK 5** | |
| ***Tile\_7*** | | ***link\_title*** | Implementation and co-ordination | |
| ***Tile\_7*** | | ***link\_href*** | Week 6: Implementation and co-ordination: Focus | |
| ***Tile\_7*** | | ***title1*** | Implementation and co-ordination | |
| ***Tile\_7*** | | ***title2*** | **WEEK 6** | |
| **Section 3** | | | | |
| ***Syllabus*** | | ***heading*** | Syllabus | |
| ***Syllabus*** | | ***para*** | For more detail, the module learning outcomes, and a detailed guide to the assessment and module activities. | |
| ***Syllabus*** | | ***linksyllabus\_title*** | Check the syllabus | |
| ***Syllabus*** | | ***linksyllabus\_href*** | https://canvas.sussex.ac.uk/courses/3495/assignments/syllabus | |
| ***Syllabus*** | | ***titlesyllabus*** | **GO TO SYLLABUS** | |

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| Page 2 | | | | |
| TemplateName | Assignment Brief | | | |
| PageTitle | DemoTest2 | | | |
| **Section 1** | | | | |
| **PageSection** | ***pagetitle1\_title*** | | | Global Marketing Management |
| **PageSection** | ***pagetitle1\_href*** | | | Global Marketing Management |
| **PageSection** | ***page1*** | | | Global Marketing Management |
| **PageSection** | ***pagetitle2*** | | | Assignment brief |
| **PageSection** | ***pagetitle3\_href*** | | | Team task |
| **PageSection** | ***pagetitle3*** | | | Team task |
| **Section 2** | | | | |
| ***AssignmentVideo*** | | ***video\_src*** | https://player.vimeo.com/video/284135289 | |
| ***AssignmentVideo*** | | ***transcripts\_href*** | https://canvas.sussex.ac.uk/courses/3495/files/241761/download?wrap=1 | |
| ***AssignmentVideo*** | | ***transcriptstxt*** | TRANSCRIPTS | |
| ***AssignmentContent*** | | ***assignmentdis1*** | Your assignment in this module is to complete an international marketing plan. | |
| ***AssignmentContent*** | | ***assignmentdis2*** | Listen to your Module Lead René Moolenaar explain the steps involved, and how research and working in a team will help you build this plan. | |
| ***AssignmentContent*** | | ***assignmenttime*** | 2 min | |
| ***AssignmentContent*** | | ***assignmentlink\_href*** | https://canvas.sussex.ac.uk/courses/3495/assignments | |
| ***AssignmentContent*** | | ***assignmenttitle*** | ASSIGNMENT | |