



Tutorial Letter
Advanced Global Marketing (AGM401H)
Semester 1-2021

Dear Student

Welcome to the IMM Graduate School. Congratulations on gaining entry into the IMM Graduate School. If you are a continuing student, welcome back.

The Advanced Global Marketing (AGM401H) module has changed from previous semesters in that there is no prescribed textbook for this module. Rather, the Study Guide for this module has been written in the consultation with a number of textbooks, articles and other sources.

It is important to remember that the articles referred to in this Study Guide are prescribed and critical reading. These articles are part and parcel of the module and the information contained therein are as important as the information contained in the Study Guide. A critical analysis of the prescribed articles in conjunction with the contents of the study guide is required in order for you to achieve the outcomes of the module and in preparation of your assessments.

Whilst working through the content of each study unit in the Study Guide, students are strongly urged to:

- Create a physical or electronic file with dividers where each study unit's articles are kept in an organised manner;
- Print out and file EACH article referred to in the Study Guide (if a physical file is used);
- Analyse EACH article, making notes on/next to the articles, similar to what you would have done if using a textbook. The information obtained from the articles is an important part of your learning and should be read in conjunction with your study guide and not separate from it.

Previous assessment papers available on eLearn can still be used to practice application, but it is important to note that in some cases, the content tested in some of previous examination papers may not be contained in the new study guide or articles. Also, the new study guide addresses a number of new issues not addressed before in AGMD401P. Students are strongly encouraged to work through the module content in a methodological manner, using the Pacer to ensure that you cover the entire syllabus within the required time framework.

We wish you a successful 2021 academic year.

The IMM Graduate School Team