

**MODULE: INTERNATIONAL MARKETING**

**CODE: BABS-3-1-09**

**Stage: III**

**Themes: Marketing**

**Number of Credits: 4 semester credits / 6 quarter units**

**Assessment Weighting: 40% Coursework  
60% Examination**

## **INTRODUCTION**

This module is designed to enable students develop and enhance their analysis, evaluation and management of products and services from an international perspective, and will reflect on the international marketing strategies of multinational and indigenous companies. Material covered in this module will enhance the marketing skills learned from previous marketing modules in stage 1 and stage 2 of the programme.

## **AIMS**

The aims of this module are:

To give students an appreciation of the importance and impact of political, cultural, social, and economic forces on the international marketing effort.

To ensure students understand the effect of globalisation upon marketing activities.

To further extend the analytical, critical thinking, and communication skills of students.

To ensure students appreciate the fundamental challenges involved in marketing internationally and understand the potential problems that may arise

To provide students with a clear understanding of how to prepare an international marketing plan with an appropriate marketing strategy that works across markets while taking regional differences into account.

To ensure students appreciate the impact of emerging technologies, such as the Internet, on international marketing, and appreciate the demands that increasing business complexity will place on global marketers.

## **LEARNING OUTCOMES**

On completion of the module, students will be able to:

Evaluate the dynamic and complex marketing environment faced by international marketers and appreciate how it differs from a domestic marketing situation.

Analyse and assess various strategic options for competing internationally, using strategic models and appropriate market research techniques.

Appreciate the challenges associated with competing across a number of diverse international markets.

Develop appropriate, integrated, marketing strategies for entering and competing in foreign markets, based on thorough internal and external analysis and research.

Develop key competencies in planning, organising and controlling international marketing operations.

Communicate findings, from independent marketing research, in the form a comprehensive international marketing plan.

Appreciate the impact that emerging marketing technologies such as the Internet are having on global marketing practice, and understand the rapid political, economic, and social changes, which are currently taking place across international markets.

## **SYLLABUS**

Introduction to International Marketing

Nature of international marketing

Impact of globalisation

Driving and restraining factors on global marketing

The Political & Economic Environment

Impact of the political/ legal environment on international business

Assessing political risk

Risk reduction strategies

Overview of world legal systems

Conflict resolution

Dispute settlement and litigation

International institutions and their political role

The Sociocultural Environment

Society in the 21<sup>st</sup> century

Demographic global trends

Nature and elements of culture

Analytical approaches to cultural factors

Accommodating cultural diversity

Communicating across cultures

Self reference criteria

International Market Selection Process

Conducting international research

Primary and secondary data sources

Co-ordinating information

Analysing global opportunities

Market selection criteria and evaluation

Market Entry Strategies

Entry as a strategy

Entry as a channel decision

Factors influencing choice of entry modes

Overview of market entry modes.

Export Entry Modes

Direct exporting

Indirect exporting

Internet marketing

Selecting agents

Evaluating intermediaries

Parallel trade

Nonexport Entry Modes

Joint ventures

Strategic alliances

Licensing

Franchising

Contract manufacturing

Wholly owned operations

International Product and Pricing Strategies

Product planning and development

Product life cycles across markets

Product standardisation versus adaptation

Country of origin effects

Branding strategies and brand equity

Packaging issues

Factors determining international prices

Currency issues and price quotations

Transfer pricing

Global Logistics and Channel Decisions

Structure of international physical distribution

In-bound and out-bound logistics  
Channel design  
Strategies and emerging trends

Communication across International Markets  
Communication possibilities and problems  
E-commerce and internet marketing  
Message standardisation versus adaptation  
Global advertising and branding  
Selecting the advertising agency  
Using the appropriate promotional mix  
Sales promotion and personal selling

Management of International Marketing Activities  
Key considerations for being organised internationally  
Organisational structures  
Establishing a control system  
Leadership challenges  
Planning and staffing

## **TEACHING AND LEARNING METHODS**

This module will be delivered through a combination of lectures and participative small group-based tutorials. Continuous case study analysis of both real life and simulated international business situations will be used to encourage discussion and provide students with an opportunity to apply marketing tools and strategies to international business situations. Students will be required to analyse a specific case study or company and develop an appropriate international marketing plan and strategy. Marketing practitioners specialising in international trade will be invited to give presentations and extensive use will be made of video and CD-ROM case analysis.

In addition to the core text students will be directed to selected recommended readings which will increase their understanding of international marketing. Significant self directed independent reading and research will be strongly encouraged and expected in this final year module.

## **ASSESSMENT METHODS**

40% of the overall assessment marks will be allocated to individual based coursework. The student will be required to prepare an international marketing plan, which will include researching and screening foreign markets and

proposing an appropriate market entry strategy. The student will also be required to deliver an oral presentation outlining the main elements of the international marketing plan. An end of term examination will account for the remaining 60% of the assessment marks.

## **PRIMARY READING**

Hollensen, S. *Global Marketing. A Market Responsive Approach.* (2<sup>nd</sup> edition)  
Pearson education (2001)

## **RECOMMENDED READING LIST**

Albaum, G., Strandskov, J., & Duerr, E. *International Marketing and Export Management.* (4<sup>th</sup> edition) Prentice hall (2002)  
Bradley, F. *International Marketing Strategy* (4<sup>th</sup> edition) Pearson education (2002)  
Cateora, P., & Graham, P. *International Marketing* (11<sup>th</sup> edition) Irwin (2001)  
Coupey, E. *Marketing and the Internet.* Prentice Hall (2001)  
Jeannet, J., Hennessey, H. *Global Marketing Strategies* (5<sup>th</sup> edition) Houghton Mifflin (2001)  
Keegan, W., & Schlegmich, K. *Global Marketing Management: A European Perspective.* Pearson Education (2001)  
Kotler, P., Chin-Tiong, T., Swee-Hoon, A., & Siew-Meng, L. *Marketing Management: An Asian Perspective.* (2<sup>nd</sup> edition) Prentice Hall (1999)  
Kumar, V. *International Marketing Research.* Prentice Hall (2000)  
Ries, A. & Trout, J. *The 22 Immutable Laws of Marketing.* Harper Business (2002)  
Marshall, C. *Mastering International Trade.* Palgrave Master series (2003)  
Rapaille, G. *Secrets of Marketing in a Multicultural World.* Executive Publishing (2001)  
Wood, M. *Marketing Plan: A Handbook with Marketing PlanPro.* Pearson Education (2002)

Use will also be made of Journals, Newspapers and financial publications such as:

Business and Finance  
Business Plus  
European Journal Of Marketing  
Harvard Business Review  
International Marketing review  
Journal of International Marketing

Journal of Marketing  
Marketing magazine  
McKinsey Quarterly  
Sunday Business Post  
The Economist  
World Trade Review