

MODULE: INTERNATIONAL SERVICES MARKETING

Code: BAIH-3-1-09
Unit Title: International Services Marketing
Semester: A3
Stage: 3
Theme: Marketing Management
Number of Credits: 4 semester credits / 6 quarter units

INTRODUCTION

This module is designed to strengthen and develop the students' ability to analyse and understand, evaluate and manage services in the international hospitality market. The module emphasises the key elements involved in managing the marketing variables of a hospitality organisation operating in the global market including the impact of environmental and legal factors. Students will also examine the key characteristics of delivering services cross-culturally and the strategic challenges of planning and evaluating the international market for hospitality services. The module will also evaluate the role of the internet in services marketing and issues involved in managing cyber customers/delivering services over the web.

Emphasis will be placed on team-work for the formulation of a group-based hospitality services marketing plan, while analytical and planning skills will be reinforced via extensive use of case studies, exercises, class discussions and appraisal of multi-national and indigenous companies in both national and international hospitality markets.

AIMS

To provide students with a in-depth understanding of:

- International Marketing Theory
- The challenges of marketing to a non-domestic market
- The implications and risks of globalisation
- The external factors influencing international marketing
- The challenges of international research
- The delivery of international services
- The impact of technology on international marketing practices and procedures

LEARNING OUTCOMES

On completion of this module successful students will be able to:

- Understand the complex body of knowledge pertaining to International Services Marketing
- Possess a systematic, extensive and comparative knowledge of the socio-cultural and political factors affecting international marketing

- Critically evaluate the impact of international legal frameworks on international services marketing
- Review and examine the economic environment within which international services marketing operates
- Evaluate evidence, arguments and assumptions underlying the challenges and risks presented by going global
- Critically evaluate the key characteristics of delivering services cross-culturally
- Analyse and appraise the theory of globalisation
- Explore the strategic challenges of planning and evaluating international market research
- Critically appraise the role of international marketing information systems
- Apply research skills to source information when devising and designing an international services marketing plan
- Apply diagnostic, analytical and creative skills when proposing improvement strategies for the successful delivery of international services
- Evaluate international Product/Distribution/Pricing/Promotional policies and systems
- Exercise judgement in auditing international marketing efforts
- Possess a thorough and comparative knowledge of quality, the importance of standards of service and International Customer Services Systems
- Understand the challenges of the internet to international marketing and the implications of managing cyber customers and services

SYLLABUS

International Marketing: An Overview

- Defining International Services Marketing
- Analysing the evolution of domestic to international marketing
- The World economy and relevant economic/trade concepts & theories

Environmental factors affecting international marketing

- Socio-Cultural characteristics of International Marketing
- Elements of culture, analysis of influence
- Political Environment
- Political risk identification and management
- International Legal Frameworks
- Economic Environment, Patterns of Trade, Labour Force and the World Economy

International Marketing Intelligence Systems

- The strategic challenges of planning and evaluating international market research
- Developing and maintaining an international marketing information system

International Marketing Management

- The international strategic planning process
- The international marketing mix
- Franchising Hospitality Services
- Relationship Marketing

- International Product/Distribution/Pricing/Promotional policies and systems
- Managing and auditing the international marketing effort

International Marketing of Services

- Analysis of international services
- Key characteristics of delivering services cross-culturally
- Defining and delivering quality and setting standards of service
- International Customer Services Systems

International Internet Marketing

- The implication of the cyber customer
- Managing the cyber customer & services
- Challenges of the internet and international marketing

WORKLOAD

Contact:	60 hours
Directed Learning:	15 hours
Independent Learning Time:	75 hours

Total **150 hours**

TEACHING AND LEARNING METHODS

This module will be delivered through a combination of lectures and participative small group tutorials. Further material will also be delivered through core texts, case studies and relevant industry publications/research. International Services Marketing specialists will be invited to deliver seminars to supplement module delivery. Videos and other multi-media tools will often be used to examine different marketing strategies in international hospitality services. Emphasis will be placed on the integration of material from a wide range of sources and students will be required to undertake significant preparation and reading prior to lectures and tutorials. Group work will also be an integral part of this module as students conduct their group marketing Plan. Class discussions / exercises based on marketing topics reported in core texts, and analysis of international marketing journals/media and case studies will support students as they undertake their individual case study analysis. Lecturers will be available for guidance and feedback during the course of this assignment as required.

INTEGRATION & LINKAGE

Currently international marketing is one of the key cornerstones of all global businesses. Students entering the international hospitality industry must have competent knowledge of all aspects of developing both domestic and international marketing strategies. The module builds on material learned in the Principles of Marketing in Stage I, and in the module Marketing Management and Research in Stage II. Equally, Business Policy both 1 & 2 will be great value to students studying this module.

ASSESSMENT

For this module students will be required to undertake both individual and group based course work. It is anticipated that the course work will further demonstrate students' ability to work/study independently and to refine their communication skills and abilities to work effectively within a team. The two pieces of course work (2 x 20%) will collectively account for 50% of the assessment marks. On module completion, an end of semester closed book exam will also be held, and will account for the remaining 60% of the assessment marks.

Examination – 60%

Analytical / evaluation questions: e.g. critique of major theories and concepts of service marketing

Hypothetical questions: e.g. analysis / critique of IT uses / applications / limitations

Commentary analysis: e.g. evaluation questions – to reinforce understanding of marketing strategy in relation to international services

Course Work – 40%

Case Study analysis: set on an individual basis to review, and reconfigure information and present reasoned / balanced argument

Marketing Plan: set on a group basis students will be required to prepare an outline international services marketing plan

READING LIST

Title	Author	Publisher	Year
Essential			
International Marketing 8 th ed	Cateora	Irwin	2000
Recommended			
Global Marketing 2 nd edition	Keegan, WJ & Green MC	Prentice Hall	1999
Global Marketing Management	Masaaki Kotabe, Kristiann Helsen	John Wiley & Sons	2000
Global Marketing: Foreign Entry, Local Management and Global Management	Johansson, J K	Irwin/McGraw-Hill	1999