

**MODULE: INTERNATIONAL SERVICES MARKETING**

**Griffith College Dublin – International Hospitality Management**

**Fall Semester**

***PRE-REQUISITE: 2 semesters Marketing***

**Overview and Aims**

This module is designed to strengthen and develop learner's ability to understand, analyse and manage internationally traded services in the context of the hospitality sector. It emphasises the key elements of marketing planning and management from both tactical and strategic perspectives. Specific issues addressed include the difference between services and goods, service delivery frameworks, international market selection, market entry, alliances and joint ventures, promotion, the roles of service employees and consumers, service quality and the impact of information technology on international services marketing.

**Module Content**

- The nature and scope of international services marketing
- The international marketing environment
- International market research and service frameworks
- Internal marketing and the role of people in service delivery
- The global market selection process.
- Market entry modes
- The international marketing mix: service design and pricing decisions
- The international marketing mix: distribution and promotion decisions
- Relationships/networks and strategic alliances
- Gaining international competitive advantage: implementation and control of strategy
- International e-marketing.

