

MODULE: **INTERNATIONAL MARKETING**

CODE: **BABS-3-2-10**

Stage: **III**

Credit Points: 4 semester credits / 6 quarter units

Overview and 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.

Module Content

- Analyse and assess various strategic options for competing internationally, using strategic models and appropriate market research techniques.
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Society in the 21st 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