



COURSE OUTLINE

1. General specifications

Module Title: International Marketing Strategy

Level: BSc (Hons) in Business Administration

Credits 15

Overview of the module

An understanding of the international market place and how best to promote products within this market place can greatly aid students looking for careers in international business. This module compares and contrasts export, international and multinational marketing. Upon completion students will be able to differentiate between the marketing policies appropriate to industrialised, developing and underdeveloped economies. This module also aims to identify the sources of information, methods of information collection and the methods of information analysis suitable for international marketing planning.

2. Module Delivery

Contents

CLASS SUBJECT
1 What is International Marketing and why is it so important to many organisations? An Introduction to International Marketing – Chapter 1
2 The Changing International face of the International Market Place The International Trading Environment – Chapter 2
3 The Marketing Mixes – Product and Service and the differences – National/Domestic versus International International Product and Service Management Chapter 8
4 The Analysis of the International Marketing Environment and the use of Appropriate marketing tools An Introduction to International Marketing – Chapter 1 and 22



5 Identifying International Market entry methods and strategies and the barriers to market entry
Market Entry Methods – Chapter 7
6 International Market and Marketing Research – methods and techniques for gathering intelligence.
International Marketing Research – Chapter 4
7 The affects and changes to your product/service of going international e.g. culture, buyer behaviour, language, price
Social and Cultural Considerations in International Marketing – Chapter 3
8 Managing the international 'channel'
The Management of International Distribution and Logistics – Chapter 10
9 Developing an International Marketing Plan – techniques, methods and linkages - standardisation or adaptation.
Pricing for International Markets –Chapter 11
10 International Marketing Communications – methods, strategies, and the 'new' audience
International Communications – Chapter 9
11 An appreciation of Globalisation
Global Strategies – Chapter 6
12 The Technological Affects upon implementation through technologies International Marketing
Chapter 12 – International marketing

Indicative reading

Essential Textbook:

Doole and Lowe (2004), International Marketing Strategy 4th Rev Ed., Thomson Learning, ISBN-10: 1844800253; ISBN-13: 978-1844800254

3. Module Assessment

Module Learning Outcomes

On completion of this module the student should be able to:

Knowledge and understanding

1. Analyse the factors which distinguish product, price and promotional policy formulation for overseas markets as opposed to the domestic market.

Intellectual Skills

1. Compare and contrast export, international and multinational marketing.



2. Differentiate between the marketing policies appropriate to industrialised, developing and underdeveloped economies and to national and multinational marketing planning.
3. Critically evaluate the impact of co-operative and restrictive measures to regulate international trade.

Practical Skills

1. Identify and evaluate sources of information, methods of information collection and methods of information analysis suitable for international marketing operations.
2. Formulate methods of monitoring and controlling overseas selling and distribution.

Assessment Methods:

Number, Type and Weighting of Element

Examination 55%

Assignment 35%

Discussion Forum Assessment 10%