

Module: International Marketing

Allocation of Marks: 40% Continual Assessment
60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Evaluate the dynamic and complex marketing environments faced by international marketers and appreciate how it differs from domestic marketing.
2. Investigate various environmental forces of globalisation and the impact these forces have on international marketing.
3. Appraise the challenges associated with competing across a number of diverse international markets.
4. Interpret the primary and secondary research challenges used to assess the attractiveness of potential markets.
5. Demonstrate an advanced understanding of the planning, organising, and controlling activities associated with international marketing operations.
6. Examine the impact the internet is having on international marketing practices.
7. Prepare an international marketing plan demonstrating appropriate strategies for market selection, market entry and marketing programme design.

Module Objectives

This module introduces learners to the major aspects of international marketing. The aim of this module is to develop learner's skills in the recognition, analysis and planning challenges faced by organisations when marketing internationally.

Learners develop a critical awareness of the importance of environmental forces and emerging trends that impact firms marketing globally. An international marketing plan with appropriate marketing strategies is designed by learners, providing an opportunity to critically assess the challenges and provide solutions for successful implementation.

Module Curriculum

Introduction to International Marketing

- Nature of international marketing
- Impact of globalisation
- Driving and restraining factors on global marketing

International Marketing Environments

- Impact of the political/ legal environment on international marketing
- Assessing political risk
- Impact of the Socio-cultural environment on international marketing
- Demographic global trends
- Analytical approaches to cultural factors
- Accommodating cultural diversity

International Market Selection Process

- Conducting international research
- Primary and secondary data sources
- Analysing global opportunities
- Market selection criteria and evaluation

Market Entry Strategies

- Overview of market entry modes
- Factors influencing choice of entry modes
- Export entry modes
- Intermediate entry modes
- Wholly owned operations

International Product and Pricing Strategies

- Product life cycles across markets
- Product standardisation versus adaptation
- Branding strategies and brand equity
- Factors determining international prices
- Global Pricing Strategies and recent developments

Marketing channels and supply chain strategy

- Channel design and decisions
- Select and manage a single or multiple marketing channels
- The role intermediaries have in the marketing channel selection process

Communication across International Markets

- Communication possibilities and problems
- Social media and internet marketing
- Message standardisation versus adaptation
- Global advertising

Global Organisation, Implementation and Control

- Management of International Marketing Activities
- Organisational structures
- Establishing a control system
- Leadership challenges