

## MODULE DESCRIPTOR

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|---------------------|-----------------------------------|---------------------|---------------------|
| <b>MODULE TITLE</b> | International Marketing           |                     |                     |
| <b>MODULE CODE</b>  | MK3111 (L6)                       | <b>CREDIT VALUE</b> | 20 CREDITS/ 10 ECTS |
| <b>SCHOOL</b>       | SCHOOL OF BUSINESS AND MANAGEMENT |                     |                     |
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### MODULE AIMS

The module builds upon the knowledge and understanding of marketing from previous studies, specifically the pre-requisite modules: MK2001 Marketing Management; or MK2003 Marketing Principles for Business.

The module aims to consider for International Marketing:

- that it is based upon the same theory and that it is not intrinsically different from national marketing;
- that a sound understanding of both the theory and practice of marketing is key to informing marketing decisions internationally;
- that whilst consumers and business customers overseas are essentially no different from those nationally, it must be recognised that there are cultural differences that need to be taken into account;
- to enhance the research skills of students and to develop their ability in critical thinking, applied to the international marketing situation.

### MODULE CONTENT

#### INDICATIVE CONTENT

Background and Environment:

- The scope and importance of international marketing.
- The role of international marketing in world trade
- The environment for foreign trade: economic, sociological, political, technical, legal, voluntary control, cultural and ethical issues.
- The Country Life Cycle, the significance of trade barriers, models of Culture, SMEs/MNEs and world markets.
- International Marketing Practice and Decision-Making:
- Market entry research and strategies
- Segmentation, research and market information strategies for global and individual foreign markets.
- Product, price, promotion and distribution strategies for global and individual foreign markets.
- International Ethics for companies – social and environmental responsibilities and international marketing.
- Planning and Managing International Marketing, Porter's Five forces model

### INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Critically evaluate concepts, theories and models of marketing in the international situation.
2. Monitor and critically evaluate developments in the international business environment and apply these to the international marketing situation.
3. Criticise a company's current situation and develop ideas for its future international marketing
4. Search for, select and use effectively relevant data and information.

## TEACHING METHODS

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Students will learn from a combination of the taught sessions (lecture and seminars) and study by working independently and in groups. A discussion board will be used to share information. Much of the learning will derive from the students' own research and preparation work, particularly for the seminar activity. Critique may come both from their peers and from the tutor based upon both their oral and written contributions to the seminars.

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## ASSESSMENT METHODS

This module is assessed through a discuss issues or solve problems (50%) and a case Study (50%).