

3. International Marketing: Strategy and Analysis

Module Number: TBA	Module Title: International Marketing: Strategy and Analysis		
Module Status: Elective			
Semester: 1	Level: 7	Credits: 15	
Module Leader: Olwyn O'Malley			
Direct/Assisted Learning Hours: 40 hours	Lectures: 18 Seminars: 22	Independent Student Learning: 110 hours	
Assessment Mode & Weighting: 60% Exam; 30% Coursework; 10% Class Participation			
Pre-requisites: None Concurrent Module: None Post-requisites: Incorporation of learning into a Research Dissertation Advisory Constraints: None			

1. Rationale for Module

Today, more and more businesses have to internationalise, seeking market opportunities outside their domestic market. Consequently, firms are faced with diverse and changing business environments with greater potential risks and uncertainties.

Because the international marketing environment can be less certain, the job of the international marketer becomes much more difficult and may require adapting the marketing practice for different international markets.

2. Principal Module Aims

This module aims to provide students with an understanding and appreciation of the challenges and uncertainties of marketing in an international environment by encouraging critical thinking about international marketing issues at both strategic and operational levels and foster an appreciation of other interdependent issues which need to be managed simultaneously. The module will equip students with the analytic tools, techniques and skills required to create competent international marketing decisions.

3. Module Content

- The Decision on whether to Internationalise
- The Economic and Trade Environment
- The Social and Cultural Environment
- The Political and Legal Environment
- International Market Selection Process
- International Marketing Strategy: the Consumer Products Firm, the Industrial Products Firm and the Services Firm
- International Market Entry Strategies
- Designing the Global Marketing Programme
- Managing the International Marketing Effort

4. Teaching Methods

The pedagogic approach for this module is through a series of formal lectures and seminars, with the emphasis on an interactive and discursive approach to learning. The formal lectures will address the key theoretical concepts and issues as outlined under the module content.

The seminars will be used to facilitate student application of the key theoretical concepts and issues arising from the module content through case study analysis, presentations and debate, discussions on assigned readings, the use of company cases on video/dvd and presentations by guest speakers from corporate/educational backgrounds who will talk about their own organisation and field student questions.

The application of theory to practice will be further enhanced through students' responsibility for their own self directed learning.

5. Principal Learning Outcomes

*(Please note that the following learning outcomes have the **assessment strategy highlighted in bold**. Point 6 contains further details on the assessment strategy)*

On successful completion of the module students will be able to:

- Creatively apply knowledge of marketing to a range of situations and contexts across different markets, appreciating the impact of decisions on other functional areas of the business (**Assessment: class participation; case study analysis and presentation; unseen end-of-module examination**)
- Effectively present marketing information orally and in writing using appropriate technological resources and an ability to formulate and deliver logical and consistent arguments, engaging in critical dialogue with peers (**Assessment: case study analysis and presentation; and/or research paper; unseen end-of-module examination**)
- Understand the challenges posed by environmental forces on marketing managers faced with formulating market - sensitive strategies in an international context (**Assessment: class participation; case study analysis and presentation; research paper; unseen end-of-module examination**)
- Understand the implications of cultural differences in formulating effective international marketing programmes (**Assessment: class participation; case study analysis and presentation; unseen end-of-module examination**)
- Critically analyse marketing literature and apply a range theory, tools and techniques in the analysis of international marketing problems and the development of appropriate strategies in a variety of different business contexts (**Assessment: case study analysis and presentation; unseen end-of-module examination**)

- Developing knowledge and skills by effectively conducting research into international marketing issues (**Assessment: case study analysis and presentation; unseen end-of-module examination**)
- Learn the ability to work with and relate to others as part of a team, treating others' values, beliefs and opinions with respect (**Assessment: case study analysis and presentation; and/or research paper**)

6. Assessment Strategy

Students will be assessed as follows:

(a) Class participation	10%
(b) Case study and group presentation	15%
(c) Research paper	15%
(d) End of semester written examination	60%

(a) Class participation (carrying 10% of the module's marks) will be seen to be important in ensuring students take responsibility for independent learning. This will be achieved by setting weekly reading assignments and case studies where students will attend seminars prepared and ready for discussion. The reading assignments, for which students will be expected to demonstrate a critical understanding of the literature, will be used to build on the theories and techniques learned during formal lectures and knowledge learned can be transferred to the analysis of case studies. The case studies will be used to develop analytical international marketing skills, decision-making and action learning skills among students while demonstrating how international marketing models, theories and techniques can be applied to a wide range of realistic business situations.

(b) The case study and group presentation (carrying 15% of the module's marks) will be used to develop and demonstrate the skills as outlined above in part (a).

Presentations will allow students to demonstrate their communication ability, facilitate logical discussion of case study findings, create and justify

recommendations for international marketing action.

In addition, students will learn the ability to work with and relate to others as part of a team, treating others' values, beliefs and opinions with respect.

(c) The research paper assignment (carrying 15% of the module's marks) will provide the student with the opportunity to research an area of interest from the module in more depth. These findings will be presented in the form of a written report and/or presentation. The research paper will encourage the student to appraise and critique the literature surrounding the chosen area of interest with the objective of building a greater understanding of the issues.

(d) For the unseen end – of - module written examination (carrying 60% of the module's marks) students will be expected to demonstrate depth of reading, ability to illustrate theoretical concepts, construct a reasoned and logical discussion/argument, synthesise information from the literature surrounding international marketing issues and generate valid conclusions presented in a coherent and well structured manner.

Projects/ Assignment Length: 3000 words (min.) – 5000 words (max.)

Examination Length: 3 hours

7. Indicative Reading

Essential Texts

Hollensen, S., (2004), 'Global Marketing: a decision-orientated approach', 3rd edition, Prentice Hall

Bradley, F., (2002), 'International Marketing Strategy', 4th edition, Prentice Hall

Supplementary Texts

Czinkota, M.R., & Ronkainen, I.A., (1995), 'Readings in Global Marketing', The Dryden Press

Doole, I. & Lowe, R., (2005), 'Strategic Marketing Decisions in Global Markets', Thomson

Harns, P. & McDonald, F., (2004), 'European Business & Marketing', 2nd edition, SAGE

Jeannet, J.P., & Hennessey, D.H., (2004), 'Global Marketing Strategies', 6th edition, Houghton Mifflin

Kotabe, M. & Helsen, K., (2004), 'Global Marketing Management', 3rd edition, Wiley

Keegan, W.J., & Green, M.C., (2003), 'Global Marketing', International edition, 3rd edition, Prentice Hall

Onkvisit, S. & Shaw, J.J., (2004), 'International Marketing: Analysis and Strategy', 4th Edition, Routledge

Paliwoda, S.J., (1991), 'New Perspectives on International Marketing', Routledge

Stone, M. & McCall, J.B., (2004), 'International Strategic Marketing: A European Perspective', Routledge

Terpstra, V., & Sarathy, R., (2000), 'International Marketing', 8th edition, The Dreyden Press

Journals

- European Journal of Marketing
- Harvard Business Review
- Journal of Business Strategy
- International Journal of Market Research
- International Marketing Review
- Industrial Marketing Management
- Journal of International Business Studies
- Journal of International Consumer Marketing
- Journal of International Marketing
- Journal of Marketing
- Journal of Marketing Research
- Journal of Product and Brand Management
- Long Range Planning
- Marketing Intelligence and Planning

- The McKinsey Quarterly

Websites

The European Union	www.europa.eu.int
Organisation for Economic Co-operation and Development	www.oecd.org
International Monetary Fund	www.imf.org
Lexis Nexis	http://web.lexis-nexis.com/xchange-international
Euromonitor	www.euromonitor.com
The Economist Intelligence Unit	www.eiu.com
Business Environment Risk Intelligence	www.beri.com
Political Risk Services Group	www.prsgroup.com

