

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Business
Programme:	N/A
FHEQ Level:	5
Course Title:	International Marketing
Course Code:	MKT 5815
Course Leader:	Nastaran Norouzi
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	45
Seminar / Tutorials:	Click here to enter text.
Independent / Guided Learning:	75
Semester:	Fall, Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

ITALIAN STUDY CENTRES ONLY. The course provides an insight into the problems and opportunities companies face as entering new markets and competing in the global market considering cultural differences. This course discusses the methods of analysing market demand, global competition, cost structures, the global distribution and other factors which affect marketing management decisions in various countries. The problems and issues encountered in market entry are highlighted and standardization, contextualization and adaptation strategies are assessed for their appropriateness to new market situations. Students will be expected to understand and be able to implement an environmental approach to international marketing planning.

Prerequisites:

MKT 5200

Aims and Objectives:

This course provides the students with an understanding of the major decisions in international marketing, in its attempt to harmonize the objective and resources of the company, with the opportunities found in the international market.

Students will be able to understand and implement a comprehensive approach to international marketing planning. There is a strong practical and problem solving focus to the course.

Programme Outcomes:

N/A

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:
<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

1. Provide students with a complete understanding of the mechanisms regarding international marketing.
2. Discuss threats and opportunities in international markets, adapt domestic management practices and procedures into international markets.
3. Differentiate negotiation techniques according to different cultures and manage international personnel.
4. Formulate strategies for export, international, multinational, transnational and global marketing operations and evaluate the relevant organisational changes needed to be successful.
5. Explain the interrelationships between the different elements of the marketing mix and their development in different organisational contexts.

Cognitive Skills

1. Evaluate statements in terms of evidence.
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

Practical and / or Professional Skills

1. Critically analyse and evaluate marketing concepts.
2. The ability to apply business models to business problems and phenomena.

Key Skills

1. Effective oral and written communication skills in a range of traditional and electronic media.

Indicative Content:

1. The development of the international market and its environments
2. Global competition
3. Cultural differences: localisation, globalization and glocalization
4. Researching and monitoring overseas markets
5. Changes in consumer behaviour trend around the globe
6. Planning and organising for international marketing
7. Market entry methods, export, and licencing, franchising, joint venture
8. The International Marketing Mix
9. International marketing of services
10. Difficult government and barriers of entry

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner. Seminar sessions will require both individual and team participation and students will be encouraged to come prepared to participate in class.

Indicative Text(s):

- Cateora and Graham; (2013) International Marketing, McGraw Hill Education, 16th Edition.

Recommended Reading:

- Baker. M.J and Hart. S.J. (2008) The Marketing Book 6th edition Butterworth – Heinemann
- Doole and Lowe (2008) International Marketing Strategy Thomson Publishing; 7th Edition.
- Gillespie. K, Jeannet. J, Hennessey, H.D, (2007) Global Marketing 2nd Edition Houghton Mifflin Company.
- Hill. C.W.L, (2011) International Business – Competing in the Global Marketplace 8th Edition McGraw-Hill International Edition.

- Kotler. P, Armstrong. G, Wong. V, Saunders. J, (2008) Principles of Marketing 5th European Edition FT Prentice Hall.
- Svend Hollenson (2010) Global Marketing, 5th edition, FT/Prentice Hall
- Usunier (2000); Marketing Across Cultures; 3rd Edition, Prentice-Hall.
- Wood, M. B, (2010) Essential Guide to Marketing Planning 2nd Edition FT Prentice Hall.

Journals

- European Journal of Marketing
- The Quarterly Review of Marketing
- Journal of Marketing Management
- Journal of International Marketing
- International Marketing Review

Web Sites

www.themarketer.co.uk

www.theidm.com

www.dma.org.uk

www.ico.gov.uk

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandchannel.com/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.businessweek.com/>

See syllabus for complete reading list

