COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: MSc International Business Management

***FHEQ* Level:**   7

Course Title: Marketing International Products and Services

Course Code: MKT 7201

Student Engagement Hours: 100
Lectures: 14
Seminar / Tutorials: 7
Independent / Guided Learning: 79

Semester: Spring

Credits: 10 UK CATS credits
                        5 ECTS credits
                        2 US credits

Course Description:
The course provides understanding of theoretical and practical frameworks needed to market international products and services. It provides a deep understanding and application of strategies and techniques used to bring a product or service to market in a new international environment. Marketing strategies with global or international perspective, including the relevance and role of company resources and competitive strengths in constructing both single business and multi business strategies.

Prerequisites:
N/A

Aims and Objectives:
To develop an understanding of and ability to practically apply, theories, models and techniques in bringing a product or service to a new international market. Students will create and evaluate strategic marketing plans that involve relevant market research and creative decision making on product design and distribution.

Programme Outcomes:
A1, A2, A4, A5
B1, B2, B3, B4, B5
C1, C2, C3, C4
D1, D2, D3, D4, D5

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

This is located at the archive maintained by Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:
- To demonstrate and understanding of apply analytical model of used in new market development
- To critically evaluate international market entry strategies
- To create and evaluate a marketing plan for a product or service in a new international market.

Indicative Content:
- Macro-environmental Analysis for international products/services
- Competition Analysis
- Porters 5 Forces
- Market entry strategies
- Writing an International Marketing Plan

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board which are located at https://www.richmond.ac.uk/university-policies.

Teaching Methodology:
The topics and concepts that are the focus of the module will be explored through problem-based learning directing students to explore the practical implications and limitations of the academic theory within the work environment. The teaching of the topic areas will be strongly underpinned with practical examples. In particular, an opportunity to draw upon case study material will be sought on a regular basis. Every opportunity to promote class discussion and to facilitate informed debate will be utilised taking into account student's cultural background. This will ensure that varying perspectives on subject material are reinforced and examples of both good and bad practice can be discussed. The assessment approach used will enable students to participate in cultural awareness activities. These will be supplemented with examples and the student's own research.

Indicative Text(s):
- Hollensen, S., 2017. Global Marketing, 7th ed. London: Pearson
- Green, M. and Keegan, W., 2020. Global marketing. 10th ed. Upper Saddle River: Pearson.
- Hollensen, S., 2020. Global marketing. 8th ed. Harlow: Pearson

Journals
- Journal of Marketing

- European Journal of Marketing
- Journal of Marketing Management
- International Marketing Review
- International Journal of Research in Marketing
- Journal of International Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science

Web Sites
- www.dmnews.com
- www.fortune.com
- www.adage.com
- www.marketingsherpa.com
- www.wallstreetjournal.com (marketing section)
- www.clickz.com
- www.marketingprofs.com
- www.socialnomics.net
- www.promomagazine.com
- www.btobonline.com
- www.marketingeye.com.au/blog
- www.sethgodin.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services