

MODULE DESCRIPTOR

SECTION A: MODULE DETAILS

Module Title	International Marketing Management						
Short Title	IntMktgMgmt						
Module Code	MG628	Date of First Approval			September 2018		
Responsible Department	Business, Law & Computing	Date of Version			September 2020		
FHEQ Level	Level 6: Honours	Version No.			2		
Credit Value	15 Credits	Expected Length			15 weeks		
Status	Approved	Regime of Delivery			Campus Based		
Semester taught	S1 <input checked="" type="checkbox"/>	S2 <input checked="" type="checkbox"/>	S3 <input type="checkbox"/>	SB <input type="checkbox"/>	S1A <input checked="" type="checkbox"/>	S2A <input checked="" type="checkbox"/>	SBA <input type="checkbox"/>
	T1 <input type="checkbox"/>	T2 <input type="checkbox"/>	T3 <input type="checkbox"/>	T4 <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

SECTION B: MODULE DESCRIPTION

Brief Description

This module examines the application of modern marketing techniques and management practices to the task of developing and promoting brands internationally. Students will build on knowledge developed from marketing modules on level 4 and 5. They will set this within a contextual framework of issues such as globalisation v glocalization, alongside of concepts such as thin and thick culture whilst relating this to the impact of technology on international trade and marketing at a local and international level. The module will examine the theoretical underpinning of these concepts and evolving marketing models, matching these against the study of case studies, so enabling students to develop skills and knowledge to plan fully justified international marketing operations in a variety of situations.

Indicative Content

- Key drivers of international marketing for individual organisations of different sizes and sectors and how this relates to geopolitical and technological developments connected with international trade.
- Methods and sources that can be used to assess whether a territory represents viable market for international expansion, relating these to existing knowledge of models, such as BOSTON Matrix, Ansoff, PESTEL, targeting, segmentation and competitor analysis.
- Business related issues such as pricing and distribution
- Issues relating to culture and the marketing communications landscape, with reference to the concepts of global v local and thick indigenous v thin global culture.
- Different methods of market entry
- Issues related to managing market entry and subsequent management of the brand in the market over time with reference to whether activity could be expanded from one territory/country into others in the region and beyond.

The work will encompass study of conceptual methods and models, aligned with examining case studies and research into chosen markets

SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:	
1.	Assess, analyse and conceptually apply the key concepts of international marketing including the critical evaluation and application of key tools, models and theories.
2.	Critical evaluate the concept of globalisation within given situations and how it may or may not be applicable and why.
3.	Devise and critically evaluate market selection options using background research and audit, applying a range of management skills and tools
4.	Devise and critically substantiate a strategic marketing plan building on the above, for an initial launch and follow up strategy, applying a range of management skills and tools

Key Skills Matrix		
	<i>Developed</i>	<i>Assessed</i>
Information Acquisition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking, analysis and synthesis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-reflection	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Oral	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication Skills: Written	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information & Communications Technology (ICT)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Numeracy & Quantitative Skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Problem Solving & Decision Making	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Independent & Self-managed Learning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Working with Others	<input checked="" type="checkbox"/>	<input type="checkbox"/>

SECTION D: MODULE STRATEGY

Employability / Career Development Statement
<p>The module will be taught to students who may work in a variety of different types of organisation, from large global brands and agencies to small independent companies, or even with students who set up their own businesses. The module is designed to provide a theoretical framework and skills toolkit. In doing this students could devise and set up an international marketing plan whilst being aware of what is required to effectively manage this at the planning and executional stages, irrespective of the size or type of organisation, they work in, or where that may be located. Generic skills enhanced by this module will include independent learning, research techniques, critical analysis and evaluation skills, critical thinking, team work, time management, planning & learning processes.</p>

Learning & Teaching Strategy

The L&T strategy for this module will be a mixture of group lectures, and practical workshops. The strategy will be to initially examine what is meant by international marketing in the context of the size and scope of globalisation and what this means for trade alongside of how this translates in terms of different types of company, from multinational global brands, though to SMEs and even sole traders using the Web. From this students will critically examine what tools they need to successfully plan and execute an international marketing plan, at an individual country, regional and global level. At this stage, where possible, guest speakers will be used to discuss the issues surrounding the need to understand indigenous and international cultures and the way in which digital technology is impacting on international trade and marketing. This will provide a bridge from the earlier conceptual and theoretical start of the course towards more practical applications, as earlier work is linked to case studies and how this relates to the assignments. As the module progresses the work will move towards more workshop based sessions. This later stage would be supported, where possible, by guest speakers covering particular practical issues around international marketing planning with specialised workshops on issues raised by these speakers.

Assessment Strategy

Students will work on a marketing plan based upon a live brief from a real client, or a case study.

Assessment will be in two stages.

- Stage one will be a group presentation. Students will conduct a market selection exercise (background research and audit). The purpose of this is to identify and critically evaluate potentially profitable market(s) for international expansion.
- Stage two will be an individual strategic marketing plan, building on the findings from the presentation. The plan will address market entry, branding and marketing mix strategies for an initial launch and follow up.

SECTION E: SCHEDULED LEARNING AND TEACHING

Notional Hours	
1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.	
<i>Category (Please refer to QAA Guidance in completing this section)</i>	<i>Total Hours</i>
Scheduled Learning and Teaching Activities (SLTA)	
Lectures (incl. virtual and face to face contact)	15
Seminars (incl. virtual and face to face contact)	30
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
Sub-total: SLTA	45
PLUS Guided Independent Study (GIS)	105
PLUS Placements / Study Abroad / Work based Learning	
TOTAL (Sub-total of SLTA plus GIS, plus Placements)	150

SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: QAA Guidance in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.
PR1	Practical Exam: Oral Assessment and Presentation (Group): Annotated Powerpoint (20 minutes including questions)	1,3	40%	7
CW1	2000 word report (Individual)	1,2,4	60%	12-15
Module Pass Requirements: Standard Regs apply				

SECTION G: ACADEMIC RESOURCES

Key Texts

- De Mooij M (2018) *Global Marketing and Advertising – Understanding Cultural Paradoxes* 5th edition Sage Publications
- Hollensen S (2017) *Global Marketing* 7th edition FT Prentice Hall
- Kotabe, M and Helsen K (2017) *Global Marketing Management* 7th edition John Wiley & Sons

Journals (including e-Journals)

- International Marketing Review
- Journal of Global Marketing
- Journal of International Marketing

Databases

- Passport
- WARC World Advertising Research Centre
- Mintel

Websites

- Chartered Institute Of Marketing www.cim.co.uk
- Marketing Monitor www.MarketingMentor.net
- Economist <https://www.economist.com/>
- Harvard Business Review <https://hbr.org/>

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