

International Marketing

Module Code:	MAR6001-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Module Leader:	Ms Lynn Parkinson

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
MSA	Management Development Institute of Singapore (MDIS) / Full Year
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 1
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To develop knowledge and understanding of key issues associated with international marketing, together with an understanding of the cultural environments and their effect on the marketing mix in global marketing.

To develop skills in researching and analysing international marketing opportunities.

To gain an understanding of different market entry strategies.

Outline Syllabus

Core issues in international marketing.

Changes in the global marketplace.

Cultural diversity and ethics in international marketing.

Identifying and evaluating market entry strategies.

Application of strategies to different organisations.

Assessment and management of marketing communications in the international context.

Marketing planning for the global marketplace.

Discussion on sustainable development.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 have developed an understanding of major issues related to international global marketing theory
- 2 develop skills in researching and analysing trends in global markets and in modern marketing practice.
- 3 have refined your analytical problem-solving, evaluative, team working and creative skills.

Learning, Teaching and Assessment Strategy

Lectures supported by practical examples from videos, case studies and guided reading.

Formative feedback will support the development of knowledge through worked case studies. Personal skills will be enhanced by practical application work. Final assessment will require students to demonstrate the ability to apply and critique models in contemporary international marketing.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination - closed book	2 hours	100%	Yes

Legacy Code (if applicable)

MAN0325M

Reading List

To view Reading List, please go to [rebus:list](#).