

International Marketing

Module Code:	MAR7006-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

This module offers you an overview of the subject of international marketing. Through a combination of theory and application, you are encouraged to develop an appreciation and understanding of the key issues relating to international marketing strategy, decision-making, and tactics.

Outline Syllabus

Key issues in International marketing; International marketing research including analysis of cultural and social environment; potential market assessment and segmentation; International marketing planning including alternative market-entry; Products and services decisions including standardisation and adaptation; global branding; International integrated marketing communications; Pricing for international markets; International

distribution including locating, managing and controlling channel members. Ethics and CSR in the context of international marketing.

Module Learning Outcomes

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

- 1 1a. Critically appraise forces contributing to as well as working to the detriment of globalisation
1b. Critically appraise the choices that companies face when adapting or standardising their product, price, promotion and distribution policies on the international and global level
1c. Compare and contrast the different market entry modes that companies can choose to enter foreign markets.

- 2 2a. Critically analyse and evaluate the macro- and micro-environmental influences that can affect the way in which international marketing campaigns are devised and implemented
2b. Evaluate the challenges faced by international business managers gathering data on an international level.
2c. Carry out international research in a systematic manner in order to come up with evidence based knowledge of the influences described under 1b and their impact on solving a specific, real-life, business scenario.

- 3 3a. Critically appraise, analyse and use a variety of sources of information/advice and decision support systems in deciding whether and to what extent to standardise or localise marketing measures on the international level.
3b. Critically evaluate their role and the roles and relationships of others when working as part of a team and demonstrate effective partnership working as part of that team
3c. Plan and time manage own theoretical learning
3e. Effectively define problems, engage in and evaluate decision making and use appropriate verbal and written communication skills.

Learning, Teaching and Assessment Strategy

Delivery of the module is through the use of cases, exercises, videos, appropriate reading, class discussions, and formative feedback on assignments during tutorials. Formative peer assessment also facilitates the development of your group-working skills. Module tutors are available at specified times for advice and directed study consists of personal reading, preparation for assessment and discussions with peers. The formative feedback and teaching methods used and the formative feedback given to you throughout the module prepares you for the assessments. Your individual assignment assesses learning outcomes 1a-c, whilst the group assignment assesses 2a-c as well as 3a-e. Each lecture and tutorial session relates to ESD issues, specifically ethics and corporate social responsibility (CSR). The impact of ethics and CSR on international marketing practices is discussed through case studies of MNEs operating in East Asia. Class discussions on the topic are further fuelled using video material.

The assessment strategy is as follows: summative assessment is provided in form of a group assignment and an individual assignment. Formative assessment is offered a) in tutorial sessions in general, where feedback is given on the presentations you deliver, and b) at one

tutorial session in particular, where you are asked to present the results of your work for that assignment. The feedback you receive from both staff and peers can then be used to improve your work looking towards final submission.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual assignment 1000 words	0 hours	50%	No
Summative	Coursework	Group assignment 3000 words	0 hours	50%	No
Referral	Coursework	Supplementary Assessment: Individual Assignment 2000 words	0 hours	100%	No

Legacy Code (if applicable)

MAN4142M

Reading List

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