# [A-3]COURSE SYLLABUS

## 1. Course Description (Approximately 100 words)

What you will get out of this module
The aim of this module is to develop your understanding of the role that marketing plays in the growth and expansion international trade. Where 'international marketing' was once seen as ensuring that the company brochure was correctly translated into different languages, today the marketing concept has become a of a philosophy that places the customer at the heart of the organisation's business activities.
So how do global brands overcome the cultural differences that exist across borders? How do they ensure a consistent customer experience no matter where the product or service is sold or delivered? How are marketing plans developed and then implemented in so many different countries? What impact is the Internet having on distribution networks and channels to market?

## 2. Course Goals and Objectives (Approximately 100 words)

LEARNING OUTCOMES
On completion of the module the student should be able to:
Learning Outcome 1: Ability to analyse the international business environment through the application of relevant business models and write an international marketing plan for a 'goods' or 'service' product.
Learning Outcome 2: Understand the relevance of 'culture' and 'multi-nationalism' in the context of global marketing strategy and appreciate the impact such variables might have on product, price and promotion – as well as the company's choice of business location, production location and distribution channels.

## 3. Textbook (Title, Author, Publisher, Year of Publication, etc.)

The recommended text for ' International Marketing' is:
Ghauri, P and Cateora, P. (2010) International Marketing 3rd Edition, McGraw Hill
Secondary texts:
Alon, I and Jaffe, E. (2013) Global Marketing: Contemporary Theory, Practice and Cases, McGraw Hill
Kotabe, M and Helson, K (2011) Global Marketing Management, (5e), J Wiley & Sons
For more general marketing, the recommended text is:
Solomon et al, (2013) Marketing – Real people, Real decisions 2nd European Edition, FT/Prentice Hall

## 4. Reference

sethgodin.com - Seth Godin's marketing blog is one of the most popular blogs among Marketing professionals and students around the world

http://unstats.un.org/unsd/syb/
This website contains information published in the UN Statistical Yearbook – some content is available free of charge.

www.mckinsey.com
Highly recommended website that includes many interesting articles and country insights from the world famous McKinsey consultancy. Much of the content in free to access.

## 5. Course Requirements and Grades

Methods of Assessment
The module will be assessed in two parts: (Note that the pass mark for each element is 50%. To pass the module you must achieve an average grade of 50%.)
1. Group report (50%): Export marketing plan and presentation
This takes the form of a group written export marketing plan and a presentation which together account for 50% of your final grade.
The marketing plan will comprise a theoretical marketing export plan. For this exercise you will work in groups, with each group
producing one report. All members of the team who contribute something to preparing the

## 6. Course Calendar

| Week | Main Content |
|---|---|
| 1 | Introduction to the module |
| 2 | Defining Marketing for the New Realities |
| 3 | Developing Marketing Strategies and Plans |
| 4 | Conducting Marketing Research |
| 5 | Identifying Market Segments and Targets |
| 6 | Creating Long-Term Loyalty Relationships |
| 7 | Setting Product Strategy |
| 8 | Designing and Managing Services |
| 9 | Creating Brand Equity |
| 10 | Addressing Competition and Driving Growth |
| 11 | Introducing New Market Offerings |
| 12 | Managing a Holistic Marketing Organization for the Long Run |
| 13 | Module Summary - bringing it all together |
| 14 | Independent study week / Exam preparation (this is a tentative outline is sub |