

Unit Title	INTERNATIONAL MARKETING
Programme(s)/Course	BA(Hons)Marketing
Level	Six
Semester	One
Ref No:	
Credit Value	20 CAT Points
Student Study hours	Contact hours: 60 (including 15 blended learning) Student managed learning hours: 140
Pre-requisite learning	Introduction to Marketing or Principles of Marketing
Co-requisites	N/A
Excluded combinations	N/A
Unit Coordinator [Name + e mail address]	Laurence Fisher and Lakhdar Boukersi fisherla@lsbu.ac.uk ; boukerkl@lsbu.ac.uk
Parent Department	Management
Parent Course	BA(Hons) Marketing
Description [100 words max]	This unit concerns the transformation that has profoundly affected the people and industry of many nations. Trends towards free trade, economic integration, highly developed communications and technology, and the accessibility of economies previously closed to the World have resulted in national economies becoming inextricably linked. National economies of the world are now highly interdependent, as if part of one Global Marketplace. Even the small firm must have an international outlook in its marketing, management, manufacturing or sourcing in order to survive. However, with this growth in international trade and opportunities comes the increasing need for an in-depth understanding of this complex environment. International Marketing studies the nature and complexity of the International Environment, trends and developments in the International Marketplace, the ways in which firms respond to these trends and complexities, and the variety of management and marketing strategies necessary to gain and to sustain competitive advantage in many different markets.
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Aims	This unit aims to provide the student with a thorough knowledge of both the operational and strategic aspects of international marketing. It is envisioned that this course will assist students in developing the skills necessary for them to tackle practical situations inherent to international marketing operations.
Learning outcomes	A. Knowledge and Understanding <i>On successful completion of this unit, students will understand:</i> <ul style="list-style-type: none"> • Retrieve and interpret current information concerning international organizations and their foreign business activities. • Analyse the international environment with regard to economic/financial, social/cultural, and political/legal forces. • Critically evaluate the various strategic alternatives available and select a strategy that is appropriate for a firm given its unique situation.. • Understand the changing nature of the international business environment through blended learning

	<ul style="list-style-type: none"> • Exhibit high levels of awareness and understanding of the challenges in implementing international marketing strategies <p>B. Intellectual Skills <i>Students will be expected to demonstrate intellectual skills in:</i></p> <ul style="list-style-type: none"> • Gather, collate, and interpret available information for key decisions concerning the allocation of resources available to marketing managers • Ability to develop relevant market selection criteria; design an effective process of market selection; and decide on appropriate market entry strategies • Critically evaluate long-term international marketing strategies in terms of foreign market selection, expansion, and penetration <p>C. Practical Skills <i>On successful completion of this unit, students will be able to:</i></p> <ul style="list-style-type: none"> • Design global marketing mixes appropriate for differing international markets in terms of product and brand portfolio, positioning, pricing, distribution channels and promotional strategies. • Integrate environmental scanning processes into organizational strategy development • Identify any location specific factors that may impact upon proposed strategic alternatives. • Analyse and offer solutions to the problems raised in the case studies used, and to provide meaningful justification for their recommendations. <p>D. Transferable Skills Students will acquire and develop transferable skills to be able to</p> <ul style="list-style-type: none"> • Effective presentation of proposals to managers and colleagues • Work effectively in multidisciplinary and multicultural teams. • Development of marketing information and communications systems • To measure the performance of international marketing management • To develop, plan, implement and control effective global marketing activities that will enhance the firm’s competitive position
Employability	<p>In order to prepare students for employment in industry lecture material is closely aligned to actual organizations, the structure and delivery style of the lectures is designed stimulate high levels of interaction both among students, and between students and tutors. It is expected that in doing so students can relate the subject matter to industry and interpret the subject matter in a real-world context. Seminars involve case study analysis where students working in teams to solve a common problem in a similar manner to that of the work place environment. In consequence students successfully completing this unit can assume a meaningful role in the logistics activities of multinational or global organizations.</p>
Teaching & Learning Pattern	The unit will be delivered over one semester, through a series of

	<ul style="list-style-type: none"> - Two-hour lectures and - Two-hour workshop/seminars. <p>A 15-hour programme of blended learning is also included through Blackboard, e-mail feedback and timetabled surgery meetings. This comprises active guided reading through selected articles on how specific world regions such as the Pacific Rim, South East Asia, and Eastern Europe etc. differ in terms of international marketing aspects. Such reading will also encourage students to make appropriate connections with the unit case studies. It also includes detailed assessment feedback provided through both e-mail and one-to-one meeting on a weekly basis through timetable surgeries.</p>
Indicative content	<p>Outline of topics covered in this unit:</p> <ul style="list-style-type: none"> - Introduction to International Marketing - External Influences on International Marketing Strategies - External Influences on International Marketing Strategies - International Market Research - Market Entry Modes - Organising for Global Marketing - International Product Management - International Marketing Communications - International Pricing - International Distribution - Global Marketing Planning and Control