



Module code	IMS	NQF level	6
Credit value	15	Study duration	9 weeks

International Marketing Strategy

This module aims to:

- Examine the development of international marketing strategy as a planned response to the global business environment.
- Assess the various steps taken by a firm or organisation when considering the decision to internationalise.
- Analyse various forms of market entry strategy available to firms operating in the global economy.
- Examine the elements of the international marketing mix and assess their application in terms of the organisation's internationalisation agenda.
- Review the importance of planning and control in the development of an effective international marketing strategy.

Learning outcomes

On completion of this module, students will be able to:

- understand and appreciate the underlying theories of international marketing
- critically analyse international marketing opportunities
- demonstrate an ability to formulate and assess international marketing strategies
- demonstrate an understanding of both the process and the complexities associated with the implementation of international marketing programmes
- analyse the international marketing implications of the activities of organisations such as the European Union, other regional trading blocs (i.e. NAFTA, ASEAN) and WTO

Syllabus

- Introduction
- Theories of internationalisation
- International market selection
- The selection process
- Market entry – approaches to entry mode
- International marketing mix – product
- International marketing mix – price
- International marketing mix – place
- International marketing mix – promotion

Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion contribution	2 weeks	End of Unit 2 and Unit 6	20%
Mid-module assignment	1,500-2,000 words	End of Unit 4	30%
End of module project	1,500-2,000 words	End of Unit 9	30%
Journal entries	300-500 words	Bi-weekly submission	20%