

Module title: International Marketing Strategy

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

Module description

In recent decades, globalization has drawn various actors – customers, manufacturers, suppliers, etc. – into the process of international marketing and the various strategies that firms develop in order to compete in this more globalised world. In this module you will gain a general understanding of the tasks facing the firm in international marketing, together with the various theories and models that underpin a firm's decision to internationalise.

Aims

- Equip students with knowledge and skills required in identifying and analysing international marketing opportunities
- Provide students with an appreciation of the international marketing environment and sources of information.
- Enable students to formulate appropriate strategies for the marketing of products and services in an international and global context.

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 to international marketing, difference between international and domestic marketing, cultural and ethical issues and theories of international marketing.
- Analysis of the international marketing environment.
- International market research and opportunity analysis
- Market entry strategies.
- Factors promoting/restricting international trade and globalisation
- Product policy in international markets.
- International distribution, logistics and documentation.
- International marketing communications.
- Financial decisions for international markets.
- International marketing planning.

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.

Assessment

Description of unit of assessment	Length / Duration	Submission Date	Weighting
Discussion contributions	Fortnight	End of Unit 2 and Unit 6	20%
Mid-module Assignment	1,500-2,000 words	End of Unit 4	30%
Journal Entries	300-500 words	Bi-weekly submission	20%
End of Module Project	1,500-2,000 words	End of Unit 9	30%