

## Module 4: International Marketing Management

<b>Stage</b>				1			
<b>Semester</b>				1			
<b>Module Title</b>				International Marketing Management			
<b>Module Number/Reference</b>				MSC-IPM-IMM			
<b>Module Status (Mandatory/Elective)</b>				Mandatory			
<b>Module ECTS credit</b>				5			
<b>Module NFQ level (only if applicable)</b>				9			
<b>Pre-requisite Module Titles</b>				None			
<b>Co-requisite Module Titles</b>				None			
<b>Is this a capstone module? (Yes or No)</b>				No			
<b>List of Module Teaching Personnel</b>				Deborah Kirkland			
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (Hours)</b>
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Placement</b>	<b>Independent work</b>	
18		18		24		65	125
<b>Allocation of Marks (Within the Module)</b>							
	<b>Continuous Assessment</b>	<b>Project</b>	<b>Practical</b>	<b>Final Examination</b>	<b>Total</b>		
<b>Percentage contribution</b>	50%			50%	<b>100%</b>		

### Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Appraise the implications of the differences between international and domestic markets and the impact of culture, political, economic, and legal factors when formulating marketing strategy.
2. Design and defend product, distribution, and pricing strategies for an international marketing program.

3. Develop integrated marketing communications strategies that effectively combine traditional and online forms of marketing.
4. Exhibit managerial competence in planning, evaluating, and controlling international marketing operations.
5. Conduct work effectively as a team-member and demonstrate advanced communication skills.
6. Devise an original international marketing plan.

### **Module Objectives**

This module is designed to build learners' ability to analyse, evaluate, and manage products and services in an international environment. The module emphasises research, critical analysis and problem solving skills required for selecting target markets and designing effective marketing mix strategies. Considerable emphasis is also placed on exploring opportunities presented by the digital world and how it impacts global marketing today. Analytical and planning skills will be reinforced via extensive use of case studies, exercises, class discussions research and appraisal of national and international markets. Learners will also develop advanced business communications skills and competence in both oral and visual presentation.

### **Module Aims**

This module aims:

- To give learners an appreciation of the international marketing environment and how it differs from the domestic environment, particularly with regard to the impact of the political, socio-economic, cultural and other environmental influences on international marketing
- To enable learners to think internationally in marketing strategy and management and to ensure learners can apply the skills required for strategic marketing considerations and decisions.
- To ensure that learners are familiar with the current issues in international marketing and in particular to be able to integrate traditional means of consumer marketing and marketing in an online world
- To prepare and analyse an international marketing plan and give learners an appreciation of the complexities of introducing a product into a foreign country.
- To increase analytical and critical thinking skills of learners.
- To provide experience in working cooperatively in a team setting.

## Module Curriculum

- **Introduction to International Marketing**
  - Meaning, nature and importance of international marketing
  - Controllable and uncontrollable factors in the international marketing environment
  - Examples of successes and failures in international marketing
- **The international marketing environment**
  - Cultural Forces
  - Political Forces
  - Economic Forces
  - The Legal Forces
  - Technological Forces
- **The theories of international marketing**
  - Challenges and enablers of international trade and international marketing
- **International market research process**
  - Challenges of conducting international research
  - Impact of the internet on market research process
- **Market Selection**
  - Strategic analysis and diagnosis
  - Strategic options for selection and screening of markets
  - International market entry strategies
  - Strategic decision making
  - Strategic implementation & operational aspects
- **International Marketing Management Process**
  - The international strategic planning process
  - Developing an International Marketing Plan
- **Developing the international marketing mix**
  - International targeting and segmentation
  - Distribution channel strategy
- **Product**
  - 3 levels of a product and decision of whether to standardize or adapt
  - Strategies for developing global brands
- **Pricing**
  - International pricing strategies
  - Challenges of price escalation, price harmonization, grey markets

- **Promotion**
  - Steps in the communications process
  - Issues of culture, language, and media challenges in promotional process
  - Standardisation vs. adaptation issue
  
- **Digital Marketing**
  - Profiling online consumers
  - Integration of traditional and online forms of communication
  - Impact of social media on international marketing
  
- **Corporate Responsibility**
  - The darker side of marketing
  - Socially responsible marketing philosophy
  - Consumer versus corporate responsibility

### Teaching plan

<b>Week 1</b>	Introduction to International Marketing
<b>Weeks 2</b>	The International Marketing Environment
<b>Week 3</b>	Theories of International Marketing
<b>Week 4</b>	International Market Research Process
<b>Week 5</b>	Market Selection
<b>Week 6</b>	International Management Marketing Process
<b>Week 7</b>	Developing the international marketing mix
<b>Week 8</b>	Product
<b>Week 9</b>	Pricing
<b>Week 10</b>	Promotion
<b>Week 11</b>	Digital Marketing
<b>Week 12</b>	Corporate Responsibility

## **Reading lists and other learning materials**

### **Recommended Reading**

Cateora, PR & Graham, JL (2010) International marketing, 15<sup>th</sup> Edition, McGraw-Hill

Kotabe, M., and Helsen, K. (2011) Global Marketing Management, 6<sup>th</sup> Edition, John Wiley & Sons, Asia

Hollensen, Svend (2010) [Global marketing: a decision-oriented approach](#), FT Prentice Hall, 4th edition.

### **Secondary Reading**

Albaum, Duerr, (2009) International Marketing and Export Management, 6<sup>th</sup> Edition, Prentice Hall

Chan Kim, W. & Mauborgne, R., (2005) Blue Ocean Strategy, Harvard Business Publishing.

Hollensen, Svend (2006) International Marketing Research, Pearson.

Keegan, Warren J. and Green, Mark C. (2012) [Global marketing](#), Prentice-Hall, New Jersey, 7th edition.

Sarathy, R., Terpstra, V. and Russow, L. (2012). [International marketing](#), Northcoast Publishers: Garfield Heights, OH, 9th Edition.

Learners will also be directed to relevant journals, publications, case studies, websites and other sources of information as required.

### **Module Learning Environment**

A base classroom is used for teaching purposes for the delivery of module. Learners are also supported with resources to offer structure and guidance. This includes a set of lecture notes and reading materials as well as a detailed module curriculum which includes the module learning outcomes, a class schedule, the necessary reading material, and the assignment strategy. Participants also have access to Moodle, the College's Virtual Learning Environment (VLE).

### **Module Teaching and Learning Strategy**

This module will be delivered through a combination of lectures and smaller group-based workshop style tutorials. Readings will be assigned for each class and course material will then be presented in the context of class discussions based on these readings. Material will also be delivered via videos presentations and guest speakers where relevant. Emphasis will be placed on the integration of material from all of these

sources. Teamwork will also be an integral part of this module, and teams will be required to prepare a Strategic International Marketing Plan based on the selected integrated case study assessment. The purpose of the marketing plan is to provide learners an opportunity to integrate and utilise all of the material learned during the course and to promote understanding of the function of marketing within the organisation as a whole and the contribution of strategic marketing to achieving corporate strategy.

### **Module Assessment Strategy**

Half of the marks for this module are allocated to learners coursework, of this 50%, 40% will be allocated to learners' group-based Strategic International Marketing Plan. Leveraging the material provided in the common case study, The Strategic International Marketing Plan is a major project whereby learners will work as part of a team & will select a country and a product which it would like to introduce into the country - a detailed strategic marketing plan, with a full supportive analysis of the market and the decision making-process, in addition to a full description of the entry strategy and 4 P's. This plan will build on insights derived from the Globalisation market selection assignment – also based on the common case study. The team will be required to give a presentation. At the end of the semester, learners will also be required to sit an exam worth 50% of their total marks. Much of this exam will require pre-reading and exam questions will be based on analysis and critical evaluation of cases relating to marketing.

There will be an additional group assignment; worth 10%, "Learner Led Session." Here, learners as part of a team will present an important International Marketing topic to the class. The class will then provide peer review feedback and an individual learner reflection piece must also be submitted

<b>Element Number</b>	<b>Weighting</b>	<b>Type</b>	<b>Description</b>
1	50%	Coursework	Common Case Study: Strategic International Marketing Plan: 40% Group Assignment: 10%
2	50%	Examination	End of semester examination

## Constructive Alignment of Assessment

Module Outcomes	Learning	Assessment Strategy	
		Element 1	Element 2
1. MLO 1		Yes	Yes
2. MLO 2 3		Yes	Yes
3. MLO 3		Yes	Yes
4. MLO 4		Yes	Yes
5. MLO 5		Yes	
6. MLO 6		Yes	