



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

International Marketing
LCMB7006

MODULE CODE:	LCMB7006
TITLE:	International Marketing
DATED:	13/06/2018
LEVEL:	7
CREDITS:	20
JACS CODE:	N550

AIM(S)

To provide students with a comprehensive understanding of contemporary marketing theories and practices in an international environment.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically compare and contrast the impact of cultural differences and similarities between nations in a marketing context;
- identify and critically reflect on the contemporary ethical and practical frameworks of marketing within a global context.

INDICATIVE CONTENT

- The global market place and economic environmental issues such as barriers to free trade.
- Cultural and social forces and their impact on marketing activities and consumer buying behaviour.
- International market research including sources of information, primary and secondary research and data collection issues in an international context.
- The development of global marketing strategies and international communications such as advertising, sales promotion public relations and sponsorship.
- Global branding and the cultural implications and ethical issues on a multinational and local scale.
- The considerations involved in the planning of international marketing entry strategies and the use of appropriate channels.
- International pricing issues including export pricing and pricing strategies and issues such as the 'dumping' of goods.
- Issues of application of marketing tools and techniques in an international setting.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning		
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Essay	One 5000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

READING LIST

Module Code	LCMB7006	
Module Title	International Marketing	
Classification	Reading List entry	Electronic*
Essential	Keegan & Green (2011) Global marketing 6e, Pearson	☒
Further	Parsons E and Maclaran P,(2009) Contemporary Issues in Marketing and Consumer Behaviour, Butterworth Heineman	
Further	de Mooij Marieke (2010) Global Marketing and Advertising Understanding Cultural Paradoxes Third Edition Sage.	☒
Further	Martin E, (2006) Marketing Identities through Language', PlagraveMacmillan	☒
Further	Lind,P (2012) Small Business Management in cross-cultural environments, Routledge	☒
Further	Lee & Carter (2009), Global Marketing Management 2e, OUP	