

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

School of Business
Ysgol Busnes

IINTERNATIONAL MARKETING

SBMA7108

Term 1

Summer 2013

MODULE CODE: SBMA7108
TITLE: International Marketing
DATED: 09/08/2012

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:

1. Critically compare and contrast the impact of cultural differences and similarities between nations in a marketing context.
2. 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

	Hours
Lectures/Tutorials/Seminars	40
Directed/Independent Learning	<u>160</u>
TOTAL	<u>200</u>

ASSESSMENT**Assessment – 1 Component**

Coursework 100% One 4000 word essay

Using appropriate academic theory and relevant illustrative examples, students are required to critically compare and contrast key differences and similarities between different nations in relation to specific emerging marketing themes. The following examples of emerging themes should be included, but students may wish to consider additional related themes:

1. Changing Culture
2. Adaption vs Standardisation – Products
3. Ethics
4. Internet's impact on international marketing
5. Price
6. Branding

The assignment will normally consist of two sections incorporating a general analytical discussion of each theme and student constructed comparative case material to research the themes in depth.

Total word count – **4000 words**

Assessment Criteria

Learning Outcomes	To achieve the learning outcome, the student must demonstrate the ability to:	Assessment Component(s)
1. Critically compare and contrast the impact of cultural differences and similarities between nations in a marketing context.	Evaluate academic models and their application in relation to the possible impact of global marketing activities on different nations and cultures.	1
2. Identify and critically reflect on the contemporary ethical and practical frameworks of marketing within a global context	Analyse and critically appraise the implications and impacts of developing marketing activities on a multinational scale	1

Assessment Criteria Marking Scheme	Mark
Choice and relevance of chosen emergent international theme.	5%
Comparative analysis of emergent theme.	20%
Preparation and presentation of comparative examples re emergent theme.	20%
Analysis of examples.	20%
Use and application of appropriate academic theory re theme and analysis.	20%
Relevant conclusions and recommendations.	10%
Presentation/Referencing	5%
Total	100%

BIBLIOGRAPHY

Essential

Keegan & Green (2011) *Global marketing* 6e, Pearson

Recommended

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Czinkota M, Rnkainen I and Zvobgo G (2011) *International Marketing*, Cengage

Doole L, Lowe R (2012). *International Marketing Strategy : Analysis, development and Implementation*. 6e. CENGAGE learning

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Lee & Carter (2009), *Global Marketing Management* 2e, OUP

Lind,P (2012) *Small Business Management in cross-cultural environments*, Routledge

Martin E, (2006) *Marketing Identities through Language'*, PlagraveMacmillan

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Usiner J-C, and Lee JA, (2009) *Marketing Across Cultures*, FTPrentice Hall, 5e,

Watson JL (ed). (2006) *Golden Arches East : McDonalds in East Asia*. 2nd Edition

Journals

Journal of International Business Studies

Journal of Strategic Marketing

Journal of Marketing Management

Journal of Marketing

Journal of Marketing Research

Marketing

Marketing week

Mintel

Websites

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<http://www.cim.co.uk>

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