

Liverpool John Moores University

Title: INTERNATIONAL MARKETING
Status: Definitive
Code: **6502CP** (103586)
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 77.00
Total Learning Hours: 240
Private Study: 163

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group Report	25.0	
Exam	AS3	Examination	50.0	2.00
Presentation	AS2	Group Presentation	25.0	

Aims

To develop in learners the ability to interpret theories and concepts of internationalisation.

To foster learners skills in appraising international marketing strategies.

To develop in learners the ability to make socially and ethically responsible decisions in the international marketing environment.

To develop in learners cross cultural communication skills.

To support learners in designing an innovative international marketing programme for a selected foreign market.

Learning Outcomes

After completing the module the student should be able to:

- 1 Formulate an international marketing strategy.
- 2 Critically evaluate international marketing strategies.
- 3 Construct a framework for implementing an ethically sound international marketing strategy.
- 4 Develop a range of personal skills including argumentation, evaluation, problem solving, and cross cultural teamwork.
- 5 Defend the contents of an international marketing plan.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

GROUP REPORT	1	5	
EXAM	2	3	5
GROUP PRESENTATION	4	5	

Outline Syllabus

1. Global Marketing in the Firm

Introduction of Globalization. Comparisons of management styles in SMEs and LSE. Forces for global integration and market responsiveness. The value chain as a framework. Information and the virtual value chain. Initiation of Internationalization. Internationalization motives. Triggers of export initiation. Internationalization barriers.

2. Development of the firm's international competitiveness

Analysis of International competitiveness. Competitive analysis in an industry. Value chain analysis. The sustainable value chain, CSR and international competitiveness. Blue ocean strategy and value Innovation.

3. International Marketing Research

The changing role of the International researcher. Linking global marketing research to the decision making process. Secondary and primary research. Other types of international marketing research. Setting up an international MIS.

4. The Sociocultural Environment

Layers of culture. High and low context culture. Elements of culture. Hofstede work on culture. Cultural dimensions and ethical behaviour The political/legal environment: The economic environment. The European economic and monetary union and the Euro. Poverty as an opportunity and new source of NPD, Social Marketing

5. The International market Selection Process

SME vs. LSE approaches. Building a model for international market selection. Market expansion strategies. International market diversification vs. market

concentration.

6. Approaches to the choice of the choice of entry mode

The transaction cost approach. Factors influencing the entry mode. Export entry mode. Indirect export mode. Direct export mode. Cooperative export mode.

7. Intermediate entry modes

Contract manufacturing. Licensing, franchising. Strategic alliances/ JV. Other intermediate modes. Hierarchical entry modes. Domestic-based sales representatives. Resident sales representatives, sales and production subsidiary. Region centres. Acquisition or greenfield, location of HQ, Foreign divestment.

8. International Product Decisions

Dimension of international product offer. International Service Strategies. The International PLCs, New product for international markets. International brand positioning, Brand equity, International branding decisions. Global branding. Sensory branding

9. International Pricing decisions

International pricing strategies. Factors influencing International pricing strategies. Implications of the internet for pricing across borders. Terms of sale and delivery. Terms of payment.

10. International Distribution Decisions

External determinants of channel decisions. Managing and controlling International channels of distribution. Managing logistics. International retailing. Grey marketing.

11. International Marketing Communication Decisions

The international communication process. International advertising in practice. Online international communication decisions. Viral marketing and social marketing.

12. Global E-Marketing

Internet marketing opportunities. Importance of technological tools when assessing the country and market opportunity. Technological readiness in marketing. Computers, telephones, internet connection costs. Broadband penetration. Electricity problems. Wireless internet access. The digital divide.

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Hollensen, S
Publishing Year	2010
Title	Global Marketing
Subtitle	
Edition	5th
Publisher	FT Prentice Hall
ISBN	

Course Material	Book
Author	Keegan, Green
Publishing Year	2012

Title	Global Marketing
Subtitle	
Edition	7th
Publisher	Pearson
ISBN	

Course Material	Book
Author	Usunier and Lee
Publishing Year	2012
Title	Marketing across cultures
Subtitle	
Edition	6th
Publisher	Pearson
ISBN	

Course Material	Book
Author	Czinkota and Ronkainen
Publishing Year	2012
Title	International Marketing
Subtitle	
Edition	10th
Publisher	South Western
ISBN	

Course Material	Book
Author	Wild and Wild
Publishing Year	2011
Title	International Business
Subtitle	
Edition	6th
Publisher	Pearson
ISBN	

Course Material	Book
Author	Tuten and Solomon
Publishing Year	2012
Title	Social Media Marketing
Subtitle	
Edition	1st
Publisher	Pearson
ISBN	

Notes

Marketing Internationally is a question of survival for many organisations that wish to expand, grow or just survive. This module will introduce the learner to International

Marketing concepts and theories and the types of environments companies face when internationalising. How to select markets and how to enter markets are decisions relevant when designing the International Marketing Plan. In this module learners will be asked to work on a project where they will sharpen their cross-cultural management skills with the view of building an International Marketing Plan.