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Title: INTERNATIONAL MARKETING STRATEGY FOR BUSINESS
Status: Definitive
Code: **6502SERBS** (118207)
Version Start Date: 01-08-2018
Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: South Eastern Regional College

| Team | Leader |
|------------------|--------|
| Mathew Analogbei | Y |

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 26 |
| Tutorial | 52 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|----------------------------------|---------------|---------------|
| Essay | Essay | Submission due Week 14. | 50 | |
| Exam | Exam. | During Spring Assessment period. | 50 | |

Aims

To analyse the principles and techniques involved in marketing strategically within an international context for businesses.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the effects of differing parameters within international markets.
- 2 Appreciate the various strategies for developing international markets for businesses.
- 3 Demonstrate an understanding of the implementation strategies for success in international markets for businesses.

Learning Outcomes of Assessments

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

| | | |
|-------------|---|---|
| Essay | 1 | |
| Examination | 2 | 3 |

Outline Syllabus

The International Marketing Environment
The International Trade Environment
The impact of Culture on International Marketing
International Marketing Research
Analysis of International Competitors
Introduction to Strategy
Internationalisation
Growth Strategies for SME's
Global Strategy
Market Entry Strategies
International Product Management
Change Management
International Marketing Communications
International Pricing Strategies
International Distribution
Enabling Technologies

Learning Activities

Lectures, tutorials, case studies, group exercises, group presentations, self-assessment questions.

Notes

This module critically evaluates all of the key concepts involved with marketing internationally. It approaches the subject area in three phases; analysis of the international marketing environment; strategy development; and implementation.