

## **International Marketing**

### **Introduction**

The International Marketing course allows students to study and apply elements of the extended marketing mix in an international context and appreciate how to combine these elements in strategic international marketing planning. It considers the differing frameworks and innovative tools available that allow businesses both large and small to develop business in new markets. During the module you will be required to practically apply relevant research theories and methodologies to a piece of 'real world' project work which will bring together theory and practice and contribute to your understanding of extended marketing mix in an international context.

### **The Module Aims**

The overall aim is to develop a strategically focussed planning approach to International Marketing, building on concepts and understanding of businesses, international markets and customers developed in previous years, whether at NBS or in another institution.

This module allows the student to study and apply the principles of marketing in an international context. It considers the differing frameworks and innovative tools available that allow businesses both large and small to develop business in new markets.

The aims are:

- To explore the impact of Culture on all elements of marketing
- To explore the extended marketing mix and other core marketing concepts
- To review the application of marketing tools and techniques to the international environment with emphasis on the process of standardisation/adaptation
- To review and evaluate contemporary developments in international entrepreneurial marketing theory

### **The Module Learning Outcomes**

*Knowledge and understanding.* After studying this module you should be able to:

- a) Demonstrate a critical understanding of the role of marketing in helping an organisation determine its overall strategic direction and achieve its business objectives
- b) Demonstrate a critical understanding of the marketing mix tools and techniques that would be required for an organisation to develop internationally
- c) Explain and discuss the influences of changing market and consumer trends on the choice of appropriate marketing tools and techniques
- d) Demonstrate a critical understanding of the challenges facing entrepreneurial businesses when marketing their product internationally.

Skills, qualities and attributes. After studying this module you should be able to:

- e) Defend the selection of appropriate marketing tools and techniques that would help an organisation achieve its objectives
- f) Demonstrate the ability to analyse and apply knowledge and information, and utilise key marketing theory and concepts, in different business contexts
- g) Demonstrate the ability to communicate marketing ideas in a written format, to a professional standard

## **Content**

Content of the module will include:

- **Culture** and the importance it plays in international marketing strategy, tactics and actions
- **Extended Marketing Mix in the international context:** decisions regarding degree of global and local adaptation of the mix.
- **Communication and promotional tools:** exploring the contemporary promotional mix and the concept of integrated marketing communications within the international environment
- **International product management:** product life cycle management, new product development, introduction and branding

- the challenging role of global intermediaries, channel selection and channel management.
- **Pricing:** factors affecting pricing decisions, pricing strategies and tactics
- **Services marketing:** understanding the Services environment
- **Entrepreneurial Marketing:** challenges faced by marketers in Small and Medium sized Enterprises in entering international markets

IM is taken by students from a wide variety of backgrounds so your experiences and knowledge of Marketing from wherever you come from are going to be of value.

Some students arrive with a reasonable understanding of domestic marketing, but little international exposure; some with relatively little marketing knowledge, but lots of international experience. Others have both. In line with other NBS courses, *International Marketing* is student-centred and therefore you have to take responsibility for your share of the learning process. This means *active*, not just *passive*, attendance at all classes/workshops.

On completion of this module you will be able to make informed decisions about the marketing mix element in international context and devise plans to optimum effect towards the achievement of marketing and corporate objectives. This will stand you in good stead for a range of future marketing and management roles.

### **Recommended Reading Textbooks:**

G&C = International Marketing: Ghauri & Cateora 2014: D,L&K = International Marketing Strategy: Doole, Lowe & Kenyon 2016