Unit Title:	**INTERNATIONAL MARKETING MANAGEMENT (wef 2008/9)**
Level:	**H**
Credit Value:	**20**
ECTS equivalent credit value	**10**

PRE-REQUISITES AND CO-REQUISITES

As indicated in relevant course documentation and diagrams.

AIMS

The aims of this unit are to:

- provide a critical and systematic view of the major perspectives, theoretical approaches, principles and activities in international marketing management;
- review critically theoretical frameworks both for the analysis of international marketing environments and for the development of marketing programmes within them;
- develop analytical skills to explore the issues raised by different international market situations and provide appropriate recommendations in response to them.

INTENDED LEARNING OUTCOMES

Having completed this unit the student is expected to demonstrate:

1. A critical and systematic understanding of the key theoretical approaches informing international marketing management and of when and how to apply them in different marketing circumstances;
2. An ability to analyse complex marketing environments, using appropriate techniques, and to understand the implications of the opportunities and issues which they present;
3. An ability to critically evaluate options and then make recommendations for the development and management of international marketing programmes appropriate to different international markets, using appropriate theoretical frameworks.

LEARNING AND TEACHING METHODS

The unit employs a learning strategy of lectures, seminars, workshops, intranet and internet supported activities and group and individual

learning activities. The actual composition of the learning strategy will be designed to best support the nature of the unit.

ASSESSMENT

The Intended Learning Outcomes (ILOs) are assessed through coursework (40%) and examination (60%).

INDICATIVE CONTENT

- **External Factors** – Analysis of the international marketing environment using the STEP/SLEPT macro framework, with particular emphasis on culture and economic factors.

- **Marketing Research** – Consideration of the information needs of marketers, both to select appropriate markets and to develop marketing mixes within them; exploration of the issues involved in collecting research data internationally.

- **Product** – International branding options, including defining global brands and examining the issues involved in creating them.

- **Distribution and Market Entry Decisions** – Considerations involved in selecting and then managing channels of distribution appropriate to different markets and company situations.

- **Promotion** – Examination of the issues and alternative approaches relating to developing promotional campaigns across markets, with particular emphasis on advertising.

- **Pricing** – Determining pricing policies for international markets; examining the elements involved in price quotation; consideration of alternative methods of payment.

- **International Planning and Control and Company Organization** – Development of international marketing plans; international and organizational structure.

INDICATIVE KEY LEARNING RESOURCES

Books

Coursebook

DOOLE, I & LOWE, R (2004) *International Marketing Strategy*, 4th edn, Thomson Learning (ISBN 1-84480-025-3)

Supplemental Reading

DOOLE, I & LOWE, R (1997) *International Marketing Strategy – Contemporary Readings*, International Thomson Publishing

CATEROA, P and GHAURI, P (2005) *International Marketing – European Edition* McGraw-Hill

KEEGAN, W & GREEN, M (2005) *Global Marketing,* 4th edn, Prentice-Hall

TERPSTRA, V and SARATHY, R (1999) *International Marketing*, 8th edn, Dryden Press International

USUNIER, J & LEE, J.A., (2005) *Marketing across Cultures*, Harlow, FT/Prentice-Hall

DOUGLAS, S & CRAIG, C., (2000) *International Marketing Research* 2nd edn, Wiley

JAIN, S (2000) *International Marketing* 6th edn, International Thomson Publishing.

Journals

European Journal of Marketing
European Management Journal
International Marketing Review
International Journal of Advertising
Journal of Marketing
Journal of Marketing Management
Journal of Consumer Marketing.