



## SELF PROGRAM 2019/2020

### **International Marketing**

Sarah Porter

#### **Course information**

**Number of credits:** 6 credits

**Contact hours:** 30 hours

**Hours taught per week:** 2.5 hours

**Teaching period:** Spring Semester 2020

#### **Course description:**

The essence of this course is to reflect the realities of the international marketplace and how firms operating in these environments are adapting their marketing activities. The realities of the interplay between the firm and the various environmental forces are specifically addressed. Students will have the opportunity to develop their critical thinking skills by discussing cases to see a multitude of different problem sets and develop theory based recommendations.

#### **Prerequisites:**

Marketing Basics

## Course objectives:

Upon completion of this course, students should be able to:

- Understand the major issues related to International Marketing
- Explain and illustrate the nuances and challenges of doing business in different cultural environments
- Compare the value of developing global awareness vs. a local perspective in marketing
- Utilise cases, readings and international business reports to evaluate corporate problems/opportunities in an international environment
- Explain and illustrate the modifications that need to be made to the marketing mix variables when competing internationally
- Build and implement successful marketing strategies - from making strategic decisions, choosing market positions and entry modes to developing a marketing plan

## Assessment:

- Case studies, presentations and class participation - 20%
- Group project and presentation - 40%
- Final written exam - 40%

## Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

## Bibliography:

- Chan Kim, W., Mauborgne, R. (2005) *Blue Ocean Strategy*.
- Green, M. & Keegan, W. (2017) *Global Marketing* , 9th edition, Pearson Education Limited
- Hoffmann *et al.*, (2005) *Marketing Principles & Best Practices* ( 2005), 3rd ed., Cengage
- Johnson, Gerry; Whittington, Richard ; Scholes, Kevan; Angwin, Duncan; Regn r, Patrick (2013) *Exploring Strategy Text and Cases*
- M hlbacher, H., Leih, H. & Dahringer, L. (2006) *International Marketing: A Global Perspective* ( London: Thomson Learning, 2006)