

International Marketing

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Language of teaching: englisch

ECTS-Credits (based on the workload): 6

Methods and duration of examination:

The assignment will be a written analysis. Please note that due to the block course structure regularly attendance and participation is mandatory.

Aim of the module (expected learning outcomes and competencies to be acquired): By course completion, students should be able to:

1. Understand the current international economic and political environment.
2. Understand the basic components of marketing strategy and tactics.
3. Understand the integration between demand and supply management in an international context.
4. Articulate the importance of cultural disparities when developing marketing strategies.
5. Understand the importance of market research generally, but also how market research is modified to effectively understand customers across cultures.
6. Understand how firms manage products, services, and brands in an international environment.
7. Understand the importance of ethical marketing management across multiple cultures.

Contents of the module:

The main objective of this course is to develop a managerial understanding of international marketing. This course will help students enhance their analytical, decision making and implementation skills in an intense, highly challenging project of developing an actual marketing plan. The course will place an equal emphasis on managerial and marketing issues faced by firms operating in many parts of the world. More specifically, this course will:

- examine the role of marketing in world markets and review its theoretical justification;
- provide an overview of business in the international context (structure, problems and opportunities, causes and results of performance, etc.);

- study marketing theory and management in light of vastly different political, cultural, legal, and economic environments abroad

This course deals with a number of important subjects that arise in the activities of companies at the trans-national level. Concepts are taken from business strategy, international economics and other areas of business administration, and they are used to examine empirical international business situations as well as specific company case histories. Students will be shown how to integrate decision models and methods, and the strategy and policy issues confronting enterprise management at the international level. This course also prepares students for adding an international dimension to other courses in the Bachelor Programs.

Teaching and learning methods:

Formal lectures will be supported by materials including visual aids, and appropriate videos, plus interactive sessions involving case studies.

Literature (compulsory reading, recommended literature):

J. Jeannot and H.D. Hennessey. GLOBAL MARKETING STRATEGY. 6th. Edition Houghton Mifflin 2004.

L.S. Walsh. INTERNATIONAL MARKETING. 3rd edition 1993 Frameworks, Financial Times Pitman Publishing. Check Amazon for 1pence copies.

R.D. Roberts. THE CHOICE a fable of FREE TRADE and PROTECTIONISM. Prentice Hall. Check FT Prentice Hall site for discounts.

In addition texts, websites, and extracts will be recommended in line with the Lecture Topics. BACKGROUND READING.

The business pages of the broadsheet Daily and Weekend Press will supply excellent material, e.g. the International Financial Times. Periodicals should include the Economist and International Business Week. Television and Radio also have specialist programs. For an external view check BBC World Service, for the GLOBAL BUSINESS Program. If BBC television is available check for World Business and the MONEY PROGRAMME from BBC 2 (check availability on the Internet). Relevant subject websites will be supplied in lectures.

Further information:

Registration in Moodle required.