MN5401 – INTERNATIONAL MARKETING

MODULE TYPE/SEMESTER: Option (20 credits), Semester 1

MODULE CO-ORDINATOR: Dr Min Li

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AIM:
This module aims to provide a critical review of current theoretical concepts in international marketing and their practical applications. The module covers the key elements to be considered in the formulation of an international marketing strategy, the approaches that can be adopted to enter international markets and the operational issues encountered in the implementation of these strategies.

The module will consist of the following elements:
- The scope and challenge of international marketing and the dynamics of international markets
- Internationalization and international marketing theories
- Understanding the global business environment
- International marketing research
- Market entry strategies
- Product decisions for international markets
- Channel strategies in international marketing
- Pricing decisions for international markets
- Communication strategies in international marketing
- International service marketing

LEARNING OUTCOMES:
By the end of the module, students should be able to:
- Apply the main theoretical frameworks in international marketing to analyse firms’ strategic decisions in the international market
- Analyse the main factors involved in the formulation of an international marketing strategy.
- Identify factors in the macro-environment that have to be considered in the formulation of an international marketing strategy.
- Assess the different methods utilised in entering international markets.
- Critically evaluate the implementation of the marketing mix elements in international markets.
• Critically appraise material introduced in class, communicate effectively both orally and in written form and work in a team and independently.

ASSESSMENT:
• Assignment 1: Individual essay (25% of final grade)
An individual essay that should be 2000 words in length. Your answer should exhibit evidence of reading with appropriate examples to highlight the points that you make in the text. The assignment should be appropriately referenced and structured.
• Assignment 2: Group written report (25% of final grade)
Students will be allocated into groups and each group will develop a group written report that should be around 3,500 words, properly referenced and structured.
• Two-hour examination in the semester one examination period (50% of final grade)
The formal exam will be held during the exam period. You will be presented with 6 questions that relate to the module content. You have to choose two of those questions and discuss them in detail.

TEACHING FORMAT:
• One three-hour teaching session each week.

INDICATIVE TOPIC OUTLINE:

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<tr>
<th>Week</th>
<th>Topic</th>
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<tr>
<td>Week 1</td>
<td>Introduction to International Marketing</td>
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<tr>
<td>Week 2</td>
<td>Internationalization Theories and Firms in International Market</td>
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<td>Week 3</td>
<td>Understanding Cultural Dynamics and Business Customs in International Marketing</td>
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<td>Week 4</td>
<td>Assessing the Political and Legal Environment</td>
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<td>Week 5</td>
<td>International Marketing Research and Entry Modes</td>
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<td>Week 6</td>
<td>Independent Learning Week: Finalise Individual Assignment</td>
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<td>Week 7</td>
<td>Product Decisions for International Markets</td>
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<td>Week 8</td>
<td>Channel Strategies in International Marketing</td>
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<td>Week 9</td>
<td>Pricing Decisions for International Markets</td>
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<td>Week 10</td>
<td>International Communication Strategies</td>
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<td>Week 11</td>
<td>International Marketing for Service Firms</td>
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RECOMMENDED READING:
Recommended Journals for further studies:
- Journal of Marketing
- International Journal of Research in Marketing
- Journal of International Business Studies
- Strategic Management Journal
- Journal of World Business
- Journal of International Marketing
- European Journal of Marketing
- International Marketing Review
- International Business Review
- Global Strategy Journal

All recommended journal articles for lectures are accessible online at the Business Source Premier’s link on:
- libguides.st-andrews.ac.uk/c.php?g=369395&p=2495426

You should also please note that, as far as possible, all other recommended reading for lectures will be provided by electronic access.

Course descriptions apply to the period of dual-mode delivery in the academic year 2020/21. Organisation of courses may be subject to change without notice.