MN4211 – INTERNATIONAL MARKETING

MODULE TYPE/SEMESTER: Honours/Option (20 Credits)/Semester 2

PRE-REQUISITE(S): MN2001 and MN2002

MODULE CO-ORDINATOR: Dr David Dowell

CONTACT DETAILS: djd9@st-andrews.ac.uk

AIM:
To provide a sound theoretical basis for management decision-making in the field of international marketing.

In a business environment characterised by globalisation, firms face increasing international competition and few can afford to ignore the opportunities provided by international markets. Accordingly, by exploring the principles of international marketing and addressing questions such as “What is an international marketing strategy?”, “How is it developed?” and “What factors affect international marketing decisions?” this module equips students to make marketing decisions in a global context.

METHOD OF TEACHING & LEARNING:
One two-hour class per week in weeks 1-10, plus a one-hour tutorial in weeks 5, 7, 8 and 9. The two-hour class will consist mostly of lectures, but may also include class participation. The tutorials will be interactive, theoretically as well as practice based.

LEARNING OUTCOMES:
By the end of the module, students should be able to:

- Analyse the nature of international marketing and international marketing decisions.
- Examine critically the principles of devising international marketing strategy and of managing international marketing activities
- Assess the impact on international decision-making of factors internal to and external to the business
- Apply relevant knowledge and understanding to the analysis and creative solution of problems in international marketing.
- Provide justified advice on appropriate international marketing activities in given situations.
• Reflect critically on their engagement with international marketing issues.

INDICATIVE TOPIC OUTLINE:
Lecture Topics per week:

Lecture 1: Fundamentals of International Marketing

Lecture 2: The scope and challenge of International Marketing and the dynamics of International Markets

Lecture 3: Selecting markets and market entry

Lecture 4: Marketing across cultures

Lecture 5: International segmentation, positioning and branding

Lecture 6: Consumers across the world

Lecture 7: International marketing management (place and pricing)

Lecture 8: International marketing management (product)

Lecture 9: International marketing management (IMC)

Lecture 10: Review and revision

ASSESSMENT:
Coursework: An individual assignment of 2,500 words 50% of module grade
Examination: Duration 2 hours 50% of module grade

CORE READING LIST:
The course outline above lists ‘core reading’ for each week, mostly taken from:

Readings will be posted on the University library system (available via Moodle)

ISBN: 978 1 292 10011 1 (print)
ISBN: 978 1 292 14421 4 (epub)

The core reading is the absolute minimum you are expected to cover each week, and you should ensure that you have sufficient access to either of the books. In practice, it will be necessary to undertake significantly more reading than is listed as core reading. Additional reading will require independent searching. In addition to the sources available to you via the Library’s electronic resources, be aware of the following points:
Most general marketing textbooks contain chapters on international marketing. Such chapters provide solid introductions to the topics being explored in MN4211; in addition, they often provide useful pointers to further reading and provide different examples.

There are many good international marketing textbooks on the market; they all cover, to varying extents, the topics being explored in this module and most provide pointers to further reading. Note that textbooks entitled ‘global marketing’ are also relevant to MN4211.

Whether one is talking about the international marketing chapter in a general marketing textbook or about a specialist international marketing textbook such as Ghauri and Cateora, the sources cited in the chapter (i.e. the references) are likely to be worth following-up.