

KOL7001MK: MARKETING IN AN INTERNATIONAL PERSPECTIVE

1. MODULE SUMMARY

Aims and Summary

This module aims to develop a critical understanding of the principles and practice of marketing in the international marketplace. The module invites discussion and analyses of key managerial decisions on formulating and executing international marketing activities and is designed to provide students with an in-depth knowledge of marketing concepts including environmental analysis, buying behaviour, strategic market segmentation, targeting and positioning, and international marketing mixes in the international context. Students will need to undertake critical analyses of these concepts by applying them to different marketing contexts in the international marketplace.

Module Size and credits

Module level	7
Credits	15
ECTS credits	7.5
Total student study hours	150
Total study weeks	12
Pre-requisites and co-requisites	None

2. TEACHING, LEARNING AND ASSESSMENT

Intended Module Learning Outcomes

On successful completion of this module, the learner should be able to:

1. Critically examine the key principles and theories underpinning the practice of international marketing.
2. Critically evaluate the influences on buyer behaviour in an international context.
3. Critically analyse international market research and practice in various markets.
4. Evaluate and critically apply marketing theories and tools in a range of different international marketing contexts.

Indicative Content

- Introduction to the scope and challenges of international marketing
- Understanding the international marketing environment
- The impact of culture on international marketing
- Information and research for marketing
- Product management and branding strategies in an international context
- International pricing strategies
- Global marketing communication mix
- Distribution management in an international context
- Market entry strategies, planning and organisation
- Development of the firm's international competitiveness
- Sustainability in an international marketing environment

Teaching and Learning

Learning will be facilitated through a variety of methods such as lectures, seminars, workshops, online activities and group work. Students are expected to engage in both class-based and online activities and discussions. This module requires students to participate in additional guided reading and self-directed study to reinforce the learning gained from traditional lectures and seminars.

The content materials are delivered by lectures and seminars and is available at the beginning of each semester on Canvas under the Module folder. The lectures cover the theoretical aspects and contemporary issues of topic areas together with their practical application, using real-world examples, exercises, assignments, group work and discussions.

Seminars consist of specially designed topical exercises and discussion questions to enhance students' understanding of the subject matter. Company visits, guest lectures and, where relevant, computer-based training packages may be used to supplement the lectures and seminars and help to achieve the intended learning outcomes.

Assessment Components

Component	Component Type (Core (P/F) / Applied Core (%))	Credits for this component	Learning Outcomes Assessed	Number of attempts allowed up to final deadline (Core Components only)
CW	Applied Core	10	1, 2, 3	
EX	Applied Core	5	1, 4	

Details of Assessment Tasks

CW: A 4,000 words group report (with groups of 2 to 4 students). Assesses learning outcomes 1, 2 and 3.

EX: A one-hour (closed book) exam. Assesses learning outcomes 1 and 4.

Composition of module mark:	CW 10 credits and EX 5 credits
Pass requirements:	CW must be at least 40% and EX must be at least 40% and module mark must be at least 40%.

Method of Reassessment

Coursework and/or exam as appropriate.

3. MODULE RESOURCES

Essential Reading List

Hollesen, S. (2020). *Global Marketing*. (8th ed.). Pearson education Limited.

Recommended Reading List

Recommended reading will be updated and detailed by the module leader.

An annually updated reading list including a list of other recourses such as contemporary Journal articles, reports and blogs will be provided.

In addition, students will be expected to carry out independent research to explore topics within contemporary publications in order to broaden their knowledge and understanding beyond the core content delivered in lectures.

Required Equipment

No special equipment needed.

Date of Approval

NOV 2022