

Module Details	
Module Title	International Marketing
Module Code	MAR7504-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	76
Lectures	12
Tutorials	12

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
To develop knowledge and understanding of key international marketing principles and practices; To develop analytical, problem-solving and decision-making skills both individually and as a part of a team in the context of international marketing.

Outline Syllabus
Key issues in International marketing; International marketing research including analysis of cultural and social environment; potential market assessment and segmentation; International marketing planning including alternative market-entry modes and strategy; Products and services decisions including standardisation and adaptation; global branding; International integrated marketing communications; Pricing for international markets; International distribution including locating, managing and controlling channel members. Ethics and CSR in the context of international marketing.

Learning Outcomes	
Outcome Number	Description
01	1a) Critically appraise forces contributing to as well as working to the detriment of globalisation. 1b) Critically appraise the choices that companies face when adapting or standardising their product, price, promotion and distribution policies on the international and global level. 1c) Compare and contrast the different market entry modes that companies can choose to enter foreign markets.
02	2a) Critically analyse and evaluate the macro- and micro-environmental influences that can affect the way in which international marketing campaigns are devised and implemented. 2b) Evaluate the challenges faced by international business managers gathering data on an international level. 2c) Carry out international research in a systematic manner in order to come up with evidence based knowledge of the influences described under 1b and their impact on solving a specific, real-life, business scenario.
03	3a) Critically appraise, analyse and use a variety of sources of information/advice and decision support systems in deciding whether and to what extent to standardise or localise marketing measures on the international level. 3b) Critically evaluate their role and the roles and relationships of others when working as part of a team and demonstrate effective partnership working as part of that team. 3c) Plan and time manage own theoretical learning. 3d) Effectively define problems, engage in and evaluate decision making and use appropriate verbal and written communication skills.

Learning, Teaching and Assessment Strategy
<p>Delivery of the module is through the use of cases, exercises, videos, appropriate reading, class discussions, and formative feedback on assignments during tutorials. Knowledge is disseminated in lectures with tutorial support, in the form of case study, debate and tutor-led interactive sessions to discuss the development of individual projects. Class discussions on the topic are further fuelled using video material. Each lecture and tutorial session relates to ESD issues, specifically ethics and corporate social responsibility (CSR). The impact of ethics and CSR on international marketing practices is discussed through case studies of MNEs operating in East Asia.</p> <p>Tutorials will be used to reinforce the taught component and formative assessments will allow for monitoring progress. These will be supplemented by web-based learning and self-directed learning to support each topic will take place within the directed study time. Module tutors are available at specified times for advice and directed study consists of personal reading, preparation for assessment and discussions with peers.</p> <p>Formative feedback is provided in the tutorials and lectures. . The formative feedback and teaching methods used and the formative feedback given to you throughout the module prepares you for the assessments.</p> <p>Individual Coursework Assignment of 2000 words - 100% Weight. Formative assessment is offered a) in tutorial sessions in general, where feedback is given on the presentations you deliver, and b) at one tutorial session in particular, where you are asked to present the results of your work for that assignment. The feedback you receive from both staff and peers can then be used to improve your work looking towards final submission.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Assignment 2500 words	100%
Formative	Presentation	Formative presentations	N/A

## Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

---

© University of Bradford 2024

<https://bradford.ac.uk>