

Module specification

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Module Code	BUS7D3
Module Title	International Marketing and Services Management
Level	7
Credit value	20
Faculty	Faculty of Social and life sciences
HECoS Code	100085
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Marketing Management	Core pathway
MSc International Marketing Management with Advanced Practice	

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

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Initial approval date	8 th August 2022
With effect from date	January 2023

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Date and details of revision	
Version number	1

Module aims

This module aims to cover the core management issues marketing professionals face within national and international marketing and its services. You will develop skills and knowledge in the key marketing areas of culture, economic forces, political and legal issues, infrastructure. Various topics and international theory will be explored, and there will be a focus on current trends and challenges so that the field of marketing can continually adapt and remain cutting edge.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically evaluate international marketing concepts, principles and theories within a global environment.
2	Critically analyse the issues and challenges related to market entry and expansion strategies into international markets.
3	Critically analyse the merits and disadvantages of a relevant company marketing strategy and make recommendations for suitable marketing alternatives.
4	Critically discuss the challenges of effective customer relationship management within the current climate, taking account of relevant global and marketing challenges.

Assessment

Indicative Assessment Tasks:

Assessment 1: Prepare a presentation on international marketing concepts, principles and theories, and their impact and influence on entry strategies available in international marketing. (30 minutes)

Assessment 2: Analyse consumer promotion techniques that would work best for the organisation in a country that doesn't have access to wide scale mass media for example television, internet. (2,500 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 & 2	Presentation	50%
2	3 & 4	Written Assignment	50%

Derogations

NA

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chosen area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

Indicative Syllabus Outline

Essentials of international marketing

International Markets and Market Research

International Product Marketing

International Pricing and Finance

International Place or Distribution

International Promotion

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Daniel W. Baack, Barbara Czarnecka and Donald Baack(2018) "International Marketing "Sage publications,Second Edition

Other indicative reading

Albaum and Duerr (2009), International Marketing and export management, Prentice Hall, Sixth Edition

Cateora, P(2017), "International Marketing", McGraw Hill Education, 17th Edition

Dole, Lowe and Kenyon(2015), International Marketing Strategy – Analysis, Development and implementation, 7th Edition, Cengage Learning.

Doole, Isobel, and Lowe, Robin, (2012) International Marketing Strategy, analysis, development and implementation, 6th ed. Cengage Hill and Hult (2019), International

Business - Competing in the Global Marketplace, McGraw Hill Education, 12th Edition.

Hollensen, Svend (2014) Global Marketing, 6th Ed, Pearson

Jobber and Chadwick (2020), Principles and Practice of Marketing, McGraw Hill, Ninth Edition

Kotabe & Helsen, (2011) Global Marketing Management, 5th ed, Wiley

Philip R. Cateora, Mary C. Gilly, John L. Graham, (2010) International Marketing, McGraw-Hill

Journals

International services management

International marketing

Corporate branding and branding strategies

Organisational design

Organisational Change

Brand management

Organisational and business strategies

Journal of Globalization and Development

Global Business and Economics Review

Corporate Governance: An International Review

Corporate Governance: The International Journal of Business in Society

Corporate Communications: An International Journal

Industrial and Corporate Change

Corporate Social Responsibility and Environmental Management

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged

Enterprising

Creative

Ethical

Key Attitudes

Commitment

Curiosity

Resilience

Confidence

Adaptability

Practical Skillsets

Digital Fluency

Organisation

Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication