

Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

Module name	International Marketing
Module code	BM 2202
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	5

MODULE SUMMARY

Module outline and aims

The aim of this module is to give you an understanding of what is meant by international marketing and what is the scope of the international marketing task.

Content outline

The module will examine the scope and challenge of international marketing, the impact of culture and political systems on international marketing and will assess international marketing opportunities. It will focus on the development of international marketing strategies and on ways of making decisions as they affect products, distribution, pricing, promotion and personal selling and negotiations. As one of the primary business functions like human resource management and finance, marketing will be covered as a fundamental function in the international context..

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

Pre-requisites

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This module is designed for students taking the international stream who will already have taken International Management in their first year but it can be taken by other students in their second year who want to obtain a flavour of international business but who are not taking the international stream.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding

..:

- Understand the nature of marketing particularly in the international context
- Understand the scope and challenges of international marketing
- Understand what is required of the international marketer

Skills:

- Construct international marketing plans
- Assess international market opportunities
- Develop international marketing strategies

Values and attitudes:

- Appreciate how international marketing has developed to focus on the demands of both the consumer and society as a whole.
- Appreciate the different values and attitudes of different nations and the impact that this will have on the way marketing is carried out internationally.
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

HOW WILL I LEARN?

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The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce you to the context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

Following each lecture you will make group presentations of cases that you will have prepared before the lecture that are designed to deal with the issues covered in the lecture topic of each session.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures and presentations. You may also spend time working through sample exercises and questions. In addition you will be preparing and undertaking your coursework assignments and preparing for your final examination.

Teaching pattern:

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	20	80		100
Lecture Presentations	Lecture	10	40		50
Totals		30	120		150

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WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

This module is assessed by Coursework and Examination.

Coursework will be in the form of group case presentations and a written paper setting out the answers to the questions posed in the case.

At the end of the module you will sit one final 135 minute exam during the University exam period.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Written assignment, including essay	30%	0	N/A
Final Exam	Written exam	70%	0	N/A

Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

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Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Ghauri P and Cateora P: (2014) *International Marketing* 4th Edition, London: McGraw-Hill

Other material will be distributed in the lectures.

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For use from: 2019-20