

TITLE: MKM26 Marketing in an International Context

LEVEL: M

CREDIT RATING: 10

SUBJECT AREA: Marketing

MODULE TYPE: Core

SEMESTER OFFERED: 1

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Rational:

The ultimate aim of a marketer and marketing both is to satisfy customers' needs and wants. Customers' worldwide share many common features however, they display a unique response when such common elements are combined. After the wave of globalization and internet both hit the shores of the world the role as well as thinking related to marketing has changed from the domestic to international to global and now *glocal*.

The module aims to develop the knowledge and skills of marketing needed to manage successfully in any organisation which has intercultural contacts. This is not limited to global organisations, but includes organisations that deal with staff or other stakeholders with different national cultures.

Module Aims:

This module aims to:

1. Introduce the role of marketing in organisations and to provide a strong foundation and knowledge of the marketing function in international contexts
2. Develop an understanding of how organisations might use the marketing discipline to gain competitive advantage in international contexts
3. To develop students' ability to undertake analysis of marketing in international contexts
4. Identify a range of international contexts and match these to the relevant global to local strategy
5. Develop the ability to produce and present to relevant audiences detailed recommendations to achieve improvements in international marketing

Learning outcomes:

General subject-specific outcomes

By the end of this module the student will:

1. Demonstrate a systematic understanding of marketing informed by current debates, new developments in knowledge, established theories and students' own experience
2. Collect, analyse and synthesise relevant information across a range of areas of marketing into an appropriate form in order to evaluate decision alternatives pertaining to a management situation
3. Demonstrate the ability to deploy aspects of theory and analysis as alternative explanations to managerial prescriptions with a special focus on marketing
4. Demonstrate the ability to apply both established and innovative methodologies to the analysis of organisational environments, taking cognisance of current marketing practices
5. Place management within a wider organisational, cultural and contextual framework

Cognitive and skills outcomes

By the end of this module, students will demonstrate:

1. Critical thinking; organising thoughts, analysis, synthesis, critical appraisal.
2. Problem solving and decision making: establishing criteria, using appropriate decision-making techniques including identifying, formulating and solving management problems;
3. Information and knowledge: scanning and organising data, abstracting meaning from information and sharing knowledge

4. Qualitative research skills.
5. Effective use of Information and Communication Technology (ICT)
6. Two-way communication: listening, negotiating and persuading or influencing others; oral and written communication, using a range of media, including the preparation of business reports.
7. Personal effectiveness: self-awareness and self-management; time management; sensitivity to diversity in people and different situations and cultures; the ability to continue learning.
8. Effective performance within a team environment and the ability to recognise and utilise individuals' contributions in group processes; team selection, delegation, development and management.
9. Ethics and value management: recognising ethical dilemmas, applying ethical and organisational values to situations and choices.
10. Ability to conduct research into business and management issues
11. Working as a member of a learning group of professionals and a wider learning community, demonstrate self-responsibility, autonomy and contribution to the development of others

Module specific outcomes

By the end of this module, the student will be able to:

1. Work as part of a team to recommend a market entry strategy
2. Demonstrate the ability to identify and evaluate international marketing policies, practices and strategies of an organisation
3. Demonstrate ability to apply analytical techniques and frameworks to evaluate a marketing strategy in an international context
4. Communicate effectively with people from different cognate and cultural backgrounds about marketing in an international context
5. Make recommendations to achieve improvements in international marketing by an organisation

Obligation of participants

Class Participation/Attendance

Class sessions will be devoted to probing, extending and applying the material in the readings and the cases. It is the students' responsibility to be prepared for each session as detailed in the course outline. A student will benefit from belonging to a "study group" that meets and prepares for each session before class. At the end of the term students will be asked to evaluate each of their group members' contribution to the group work. Students are expected to contribute to class discussions. To do well, they should actively participate in presentations and class discussions, which means making well supported, cogent comments and criticisms about the concepts and analyses that the group is presenting.

Participants are required:

- To read the appropriate reading materials for each session.
- To prepare any exercises given.
- To join a group for the course work.
- To participate in the preparation of the reports.
- To attend the lectures.

Content

Week Beginning (Chapter Association)	Topic and Extra reading
04/10/2007	The fundamentals of marketing
Note: 'Because wisdom can't be told'	Warren J. Keegan (2004), Strategic marketing planning: a twenty-first century perspective, <i>International Marketing Review</i> , Volume 21, Number 1, pp. 13-16.
Video documentary: Globalisation is Good	Vargo, Stephen and Lusch, Robert (2004), Evolving to a New Dominant Logic for Marketing, <i>Journal of Marketing</i> , Vol. 68, January 2004, pp. 1-17.

11/10/2007	The scope and challenges of international marketing
Discussion on McKinsey Quarterly Article: 'China and India: The Race to Growth'	Milorad M. Novicevic and Michael Harvey (2004), Export-import relationships in a global organization: a relational contracting analysis of subsidiary behaviour, <i>International Marketing Review</i> , Volume 21, Number 4/5, pp. 378-392. Poh-Lin Yeoh (2004), International learning: antecedents and performance implications among newly internationalizing companies in an exporting context, <i>International Marketing Review</i> , Volume 21, Number 4/5, pp. 511-535.
18/10/2007	Cultural environment
Exercise on culture: Let us understand each other	Rohit Deshpande and John U. Farley (2004), Organizational culture, market orientation, innovativeness, and firm performance: an international research odyssey, <i>International Journal of Research in Marketing</i> , Volume 21, Issue 1, March, pp. 3-22. Jungbok Ha, Kiran Karande, Anusorn Singhapakdi (2004), Importers' relationships with exporters: does culture matter?, <i>International Marketing Review</i> , Volume 21, Number 4/5, pp. 447-461.
25/10/2007	PESTL environment
Video Documentary: The Road to 9/11 OR Discussion on various political agendas: Group Presentation by various groups	Welch, Catherine, and Ian Wilkinson (2004), The political embeddedness of international business networks, <i>International Marketing Review</i> , Volume 21, Number 2, pp. 216-231. Amjad Hadjikhania and Pervez N. Ghauri (2001), The behaviour of international firms in socio-political environments in the European Union, <i>Journal of Business Research</i> , Volume 52, Issue 3, June, Pages 263-275. Virpi Havila; Jan Johanson; and Peter Thilenius (2004), International business-relationship triads, <i>International Marketing Review</i> , Volume 21, Number 2, pp. 172-186. Taewon Suh, and Omar J. Khan (2003), The effect of FDI inflows and ICT infrastructure on exporting in ASEAN/AFTA countries: A comparison with other regional blocs in emerging markets, <i>International Marketing Review</i> , Volume 20, Number 5, pp. 554-571.
01/11/2007	Emerging markets
Case study: Coke and Pepsi Learn to Compete in India (pp. 610-615 in text book)	Goitom Tesfom, Clemens Lutz, and Pervez Ghauri (2004), Comparing export marketing channels: developed versus developing countries, <i>International Marketing Review</i> , Volume 21, Number 4/5, pp. 409-422. James Agarwal, and Terry Wu (2004), China's entry to WTO: global marketing issues, impact, and implications for China, <i>International Marketing Review</i> , Volume 21, Number 3, pp. 279-300.
08/11/2007	Market selection and Entry strategies
Case study: Procter & Gamble Europe: Vizir Launch	Grant E. Isaac, Nicholas Perdikis, and William A. Kerr (2004), Cracking export markets with genetically modified crops: What is the entry mode strategy?, <i>International Marketing Review</i> Volume 21, Number 4/5, pp. 536-548.

	Ekeledo, Ikechi, K. Sivakumar (2004), International market entry mode strategies of manufacturing firms and service firms: A resource-based perspective, <i>International Marketing Review</i> , Volume 21 Number 1 2004 pp. 68-101.
15/11/2007	International product management
The not so wonderful world of EuroDisney (pp. 620-623)	Perks, Helen, and Veronica, Wong (2003), Guest editorial: research in international new product development - current understanding and future imperatives, <i>International Marketing Review</i> , Volume 20 Number 4 2003 pp. 344-352. Ruud T. Frambach, Jaideep Prabhu and Theo M. M. Verhallen (2003), The influence of business strategy on new product activity: The role of market orientation, <i>International Journal of Research in Marketing</i> , Volume 20, Issue 4 , December, pp. 377-397. Izabela Leskiewicz Sandvik and Kåre Sandvik (2003), The impact of market orientation on product innovativeness and business performance, <i>International Journal of Research in Marketing</i> , Volume 20, Issue 4 , December, pp. 355-376.
22/11/2007	International communications
Exercise on communication	Ulrich R. Orth and Denisa Holancova (2004), Men's and women's responses to sex role portrayals in advertisements, <i>International Journal of Research in Marketing</i> , Volume 21, Issue 1, March, pp. 77-88. Pamela W. Henderson, Joseph A. Cote, Siew Meng Leong and Bernd Schmitt (2003), Building strong brands in Asia: selecting the visual components of image to maximize brand strength, <i>International Journal of Research in Marketing</i> , Volume 20, Issue 4, December, pp. 297-313. Ashutosh Prasad, Vijay Mahajan and Bart Bronnenberg (2003), Advertising versus pay-per-view in electronic media, <i>International Journal of Research in Marketing</i> , Volume 20, Issue 1 , March, pp. 13-30.
29/11/2007	International pricing and logistics & review of the course
	Stephen Keysuk Kim (2003), A cross-national study of interdependence structure and distributor attitudes: the moderating effect of group orientation, <i>International Journal of Research in Marketing</i> , Volume 20, Issue 2, June, pp. 193-214. Byoungcho Jin, and Brenda Sternquist (2003), The influence of retail environment on price perceptions: An exploratory study of US and Korean students, <i>International Marketing Review</i> Volume 20, Number 6, pp. 643-660.
06/12/2007	Guided study week (Submission of Group participants' names, Country name and Product/Brand name)
13/12/2007	Group presentations A – D
14/12/2007	Remaining groups presentations
08/01/2008	Portfolio Submission by 10:00

Indicative reading list:

Main text: Cateora, P. and J. Graham (2007), *International Marketing*, London: McGraw Hill. 13th ed.

Additional readings

- Bishop, W. *Global Marketing for the Digital Age*. Lincolnwood, ILL: NTC Business Books.
- Czinkota, M.R. and Ilkka, A., eds. *Readings in Global Marketing*. The Dryden Press.
- Doole, I. and Lowe, R. *International Marketing Strategy*. London: Thomson Business Press.
- Keegan, W.J. and Schlegelmilch, B.B. *Global Marketing Management: A European Perspective* Prentice Hall.
- Kumar, V. *International Marketing Research*. London: Prentice Hall.
- Jeannet, J-P. and Hennessey, H.D. *Global Marketing Strategies*, Houghton Mifflin.
- Hankinson, G. *The Reality of Global Brands*, London: McGraw Hill.
- McAuley, A. *International Marketing*. Chichester: John Wiley & Sons.
- Muhlbacher, H. *International Marketing: A Global Perspective* Thomson Business Press.
- Schlegelmilch, B. *Marketing Ethics: An International Approach*, Thomson Business Press
- Usunier, J.C. *Marketing Across Cultures* Prentice Hall.

Scholarly journals

- The Journal of Marketing
- International Journal of Research in Marketing
- The European Journal of Marketing
- Harvard Business Review
- International Marketing review
- International Journal of Advertising
- Journal of Marketing Management

Teaching and learning strategies:

The theories, models and concepts of the subject area will be introduced, and students will be required to apply these in order to consolidate learning. A combination of lectures, individual or small group work and plenary discussions will be used. Students will be encouraged to undertake comparative analyses in order to broaden perspectives.

Assessment:*Market entry case study: Group project*

Group oral presentation (30% of the total marks) supported by a portfolio consisting of 5000 words (70% of the total marks) and supported by a range of written materials prepared by the group, based around a case study featuring the dynamics of international market entry strategy. The oral presentation will of maximum 20 minutes. Each participant will be asked to rate other group members after submitting the coursework. The feedback provided by each participant will also reflect in the final result.

GROUP MEMBER EVALUATION FORM

For each member in your group, determine how much you feel he or she contributed to the development of your **group project** throughout the course of the semester. Below, write down the name of the group member, and then rate the individual's contribution from 0 to 100, where 100 is the best possible score. You are responsible for evaluating the **effort** each member invested, and not the intellectual abilities of the member.

YOUR NAME:

PROJECT TOPIC:

Team member(s) name	Conceptual ization	Project execution	Other	Overall contribution

If you gave a group member an especially low rating, please briefly explain why.