1. **Title of the module**

BUSN5440 (CB544) International Marketing

1. **Division or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

BUSN3700 Introduction to Marketing

1. **The courses of study to which the module contributes**

BSc Marketing and associated courses

BSc Management and associated courses

BSc International Business and associated courses

BA Business Top-up

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 demonstrate a systematic awareness and critical application of the key concepts, theories and issues in international marketing;

8.2 demonstrate a conceptual understanding of the role of international marketing in the firm and the global business environment;

8.3 understand how to research and analyse the environment in a foreign market at both the micro and macro levels;

8.4 identify and consider appropriate market entry strategies for different international markets;

8.5 critically evaluate and interpret information and data sources to select a country for market entry, based on a “real company” brief;

8.6 evaluate market entry modes and marketing strategies;

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 critically assess and evaluate the relevance of international marketing theory within a range of contexts;

9.2 demonstrate analytical skills by linking theoretical perspectives to contemporary organisational situations;

9.3 articulate complex arguments;

9.4 communicate effectively to a variety of audiences and/or using a variety of methods.

1. **A synopsis of the curriculum**

This module will introduce students to the key concepts, theories and issues involved in international marketing. In doing so it will enable students to understand how to identify and evaluate opportunities in international markets and assess the different market entry modes available to companies. In addition students will consider the need to adapt marketing mix elements for different international markets. Indicative topics of study are as follows:

• Introduction to international marketing: Definitions, theories, approaches and motives.

• International Marketing Research

• Assessing international markets: The political and economic environment

• Assessing international markets: The Sociocultural environment

• Theories and frameworks for International market evaluation and selection

• Market entry modes: export, intermediate and hierarchical

• International marketing plans and strategy: Segmentation, targeting and positioning

• Designing the global marketing mix: Product, pricing, communication and distribution decisions

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Ghauri, P.N and Cateora, P. (2010) *International Marketing*, Third Edition, New York: McGraw Hill.

Hollensen, S., (2010) *Global Marketing: A decision-orientated approach,* Fifth Edition, London: Financial Times, Prentice Hall

Keegan, W.J. and Greem, M.C. (2013), *Global Marketing*, Seventh (Global) Edition, London: Pearson

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Online MCQ Test(s) (20%)

Group Presentation (20%)

Individual Report (3000-4000words) (60%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| *Private Study* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Lectures* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| *Seminars* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| *Online MCQ TEST* | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** |  |  |
| *Group presentation* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Individual report* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

The module introduces students to the key concepts, theories and issues involved in international marketing and is therefore core to the content, learning outcomes and assessments.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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