1. KentVision Code and title of the module

BUSN9090: International Marketing across Cultures

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

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

Spring Term

## Prerequisite and co-requisite modules and/or any module restrictions

BUSN9330 Strategic Marketing

## The course(s) of study to which the module contributes

Compulsory to the following courses:

MSc Marketing; MSc Marketing with Industrial Placement

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

8.1 demonstrate an in-depth understanding of culture and the cultural components that exhibit across different international markets

8.2 critically evaluate cultural assumptions and arguments that may impact International Marketing Strategy across cultures

8.3 critically appraise appropriate frameworks and concepts suited to the formulation of international marketing strategies in different cultural contexts, and apply them accordingly

8.4 demonstrate a systematic understanding and a critical awareness of current challenges in the implementation of international marketing strategy across cultural contexts

8.5 demonstrate an in-depth understanding of the impact of culture on consumer behaviour.

8.6 demonstrate a comprehensive understanding of techniques applicable to cross-cultural market research methods

8.7 critically evaluate sustainable and ethical marketing strategies in different international markets

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

9.1 collect, organise and summarise relevant information from secondary data sources

9.2 organise, analyse information and write a comprehensive business report or an academic essay demonstrating an understanding of marketing strategies across cultural contexts;

9.3 communicate to an audience of peers a business report or academic essay of topics in international marketing across cultures

9.4 recognise and summarise the concepts, processes and institutions relevant to international marketing of goods and/or services across cultures;

## A synopsis of the curriculum

Managers all over the world now realize that businesses are becoming increasingly global. In particular, marketing managers acknowledge the interconnected and interdependent world in which the consumers of their products and services live. For most companies therefore, it is no longer enough to cater to domestic markets and cultures any more, as the products and services originate from and are consumed daily in different parts of the globe. This makes it important for marketing managers to understand the complexity and diversity of cross-cultural marketing, in order to leverage the opportunities that exist in local and international markets.

This module will combine lectures and seminars to present, transfer, discuss and summarise intercultural marketing concepts and frameworks. Indicative topics are:

* Analysis of cultural conditions in global markets
* Cross-cultural Marketing research
* Identification of International segments and niche markets
* Executing marketing mix strategies across international cultures
* Consumer Behaviour across international cultures
* Making sustainable and ethical marketing decisions across international cultures

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private study: 128

Contact hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Online VLE MCQ Test (20%)

Individual report – 3000 words (80%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework.

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcome** | **8.1** | **8.2** | **8.3** | **8.4** | **8.5** | **8.6** | **8.7** | **9.1** | **9.2** | **9.3** | **9.4** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Private**  **Study** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |
| **Lectures** | **X** | **X** | **X** |  | **X** | **X** | **X** |  |  |  | **X** |
| **Seminars** |  |  | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |  |

**Module learning outcomes against assessment methods:**

| **Module**  **learning**  **outcome** | **8.1** | **8.2** | **8.3** | **8.4** | **8.5** | **8.6** | **8.7** | **9.1** | **9.2** | **9.3** | **9.4** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Online**  **VLE**  **MCQ Test** | **X** | **X** | **X** |  | **X** |  | **X** |  |  |  | **X** |
| **Individual Report** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## 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

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on marketing theories and practice in both domestic and international business environments.

**DIVISIONAL USE ONLY**

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

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