

BMM645 INTERNATIONAL MARKETING MANAGEMENT

Academic Year 2011/12

Number of Aston Credits: 15

Number of ECTS Credits: 7.5

Staff Member Responsible for the Module:

Dr Riliang Qu Marketing Group
Aston Business School, Room ABS227
Email: r.qu@aston.ac.uk
Tel: 0121-2043135

Dr. Fan
Email: ying.fan@brunel.ac.uk
Tel: 01895-267239

Or Contact the Marketing Group Administrator:
Mrs Samantha Doidge, Room ABS236. Ext: 3147

Pre-requisites for the Module:

To study this module you must have completed BMM600 or BMM601

Module Objectives and Learning Outcomes:

This module is designed to help you develop an appreciation of the special requirements for successfully conducting international marketing activities.

Specially, the model intends to help you:

- > Develop an understanding of key international marketing principles and practice.
- > Recognize the diversity of international marketing practice.
- > Develop necessary skills and ability to analyze international marketing issues



Module Content:

- Week 1** Course Introduction/ International Marketing Environment
Readings: Preface; Chapters 6, 7
- Week 2** International Marketing Research
Readings: Chapters 5
Seminar cases: Case 1.1 Vermont Teddy Bear; Case V.1 Familiet
- Week 3** International Market Selection
Chapters 8
Seminar cases: Case 5.1 Teepack; Case 5.2 Tchibo
- Week 4** Market Entry Mode Decisions
Chapters 9-12
Case 8.1 Philips Lighting; Case 8.2 Mac Baren Tobacco Company
- Week 5** International Product Decisions
Chapter 14
Case 11.1 Ka-Boo-Ki; Case III.4 Heineken
- Week 6** International Promotion Strategies
Chapter 17
Case 14.1 Danish Klassic; Case 14.2 Zippo
- Week 7** International Distribution Channels
Chapters 16
Case 17.2 Chevrolet; Case IV.3 Dyson
- Week 8** International Pricing Strategies
Chapter 15
Case 16.1 De Beers; Case 15.1 Harley-Davidson
- Week 9** Revision
- Week 10** Examination

Corporate Connections:

Case studies of real world firms are used as well as videos of experts and of real life examples.

International Dimensions:

The course is totally international as per title.

Contribution of Research:

The content of the lectures get updated on a regular basis to reflect the latest research evidence in the field of international marketing. The lectures will also be informed by the new insights generated from my own research project on the strategic marketing of multinational companies' subsidiaries, sponsored by the British Academy of Marketing.

Method of Learning:

In addition to reading the core textbook as well as articles in the reading list, you are expected to attend lectures and seminars as well as to take part in classroom discussions. The module consists of 9 lectures and seminars. Each seminar will involve several syndicate groups presenting their findings/answers to questions contained in the pre-assigned cases. All cases for presentation are taken from the core text, namely, Hollensen (2007). (see lecture schedule for case details). Each group will be allocated one case only for a presentation of about 20 minutes in duration. (Please copy your PowerPoint presentation file to a USB drive or a CD and bring it to the seminars)

NB: It is crucially important for everyone to have a syndicate group membership. Please enquire at the PG office reception immediately if you still do not have such information after week one's lecture.

Method of Assessment and Feedback:

The module will be assessed by a 3 Hour open book examination (100%).

Feedback will be provided via Blackboard.



Learning Hours:

Contact Hours	27
Group Work	68
Private Study/Reading	52
Assessment	3
Total	150

The following essential and recommended readings are subject to change. Students should not therefore purchase textbooks prior to commencing their course. If students wish to undertake background reading before starting the course, many of the chapters/readings are available in electronic form via on-line library catalogues and other resources.

Essential Reading:

Chapters/cases indicated in the Lecture Schedule are taken from the following required textbook:

Hollensen, Svend (2007). "Global Marketing: A Decision Oriented Approach", 4th Edition, London: Prentice Hall. ISBN: 0-273-66839-6.
The online companion web for this book can be found at <http://www.pearsoned.co.uk/hollensen>

Recommended Reading:

Wk1 Marketing Environment

Cavusgil, S.T., Deligonul, S. and Yaprak, A. (2005) 'International marketing as a field of study: a critical assessment of earlier development and a look forward', *Journal of International Marketing*, 13(4), pp. 1-27.

Levitt, T. (1983), 'The Globalization of Markets', *Harvard Business Review*, 61, May/June.

An, Daechun and Sanghoon Kim (2007), "Hofstede's masculinity dimension to gender role portrayals in advertising; A cross-cultural comparison of web advertisements", *International Marketing Review*, 24(2).

Qu, Riliang and Christine T. Ennew (2003), "An Examination of the Consequences of Market Orientation in China", *Journal of Strategic Marketing*, 11(3).

Wk 2 International Marketing Research

Craig, C.S. and Douglas, S.P. (2000) *International Marketing Research*, Wiley, Chichester.



- Demirdjian, Z.S. (2003) 'Marketing Research and Information systems: the Unholy Separation of the Siamese Twins', *The Journal of American Academy of Business*, Cambridge, pp. 218-223.
- Qu, Riliang and Christine T. Ennew (2005), "Developing a Market Orientation in a Transitional Economy: the Role of Government Regulation and Ownership Structure", *Journal of Public Policy & Marketing*, 25(1)

Wk 3 Int. Market Selection

- Brewer, P. (2001) 'International market selection: developing a model from Australian case studies', *International Business Review*, 10, pp. 155-174.
- Dow, D. (2000), 'A note on psychological distance and export market selection', *Journal of International Marketing*, 8(1), pp. 51-64.
- Koch, A.J. (2001) 'Selecting overseas markets and entry modes: two decision processes or one?', *Marketing Intelligence & Planning*, 19(1), pp. 65-75.

Wk 4 Market Entry Mode Decisions

- Burgel, O. and Murray, G.C. (2000) 'The international market entry choices of start-up companies in high-technology industries', *Journal of International Marketing*, 8(2), pp. 33-62.
- McNaughton, R.B. and Bell, J. (2000) 'Channel switching between domestic and foreign markets', *Journal of International Marketing*, 9(1), pp. 24-39.
- Teng, B.S. (2004) 'The WTO and Entry Modes in China', *Thunderbird International Business Review*, 46(4) (July-August), pp. 381-400.

Wk5 Product decisions

- Powers, Thomas L. and Jeffrey J. Loyka. (2007), "Market, industry, and company influences on global product standardization", *International Marketing Review*, 24(6).
- Chuang, Shih-Chieh and HsiuJu Rebecca Yen (2007). "The impact of a product's country-of-origin on compromise and attraction effects", *Marketing Letters*. 18(4).

Wk6 Promotion strategies

- Harris, G. and Attour, S. (2003) 'The international advertising practices of multinational companies: A content analysis study', *European Journal of Marketing*, 37(1), pp. 154-168.
- Solberg, C.A. (2002) 'The perennial issue of adaptation or standardization of international marketing communication: organizational contingencies and performance', *Journal of International Marketing*, 10(3), pp. 1-21.

Wk7 Distribution Strategies

- Colla, E. and Dupuis, M. (2002) 'Research and managerial issues on global retail competition: Carrefour/Wal-Mart', *International Journal of Retail & Distribution Management*, vol. 30(2), pp. 103-111.
- Harvey, M. and Novicevic, M.M. (2002) 'Selecting marketing managers to effectively control global channels of distribution', *International Marketing Review*, 19(5), pp. 525-544.

Wk8 Pricing strategies





Aston Business School

Birmingham

- Abdallah, W.M. (2002) 'Global transfer pricing of multinationals and e-commerce in the twenty-first century', *Multinational Business Review*, Fall, pp. 62-71.
- Elliott, J. and Emmanuel, C. (2000) 'International transfer pricing: searching for patterns', *European Management Journal*, 18(2), pp. 216-222.
- Stöttinger, B. (2001) 'Strategic export pricing: a long and winding road', *Journal of International Marketing*, 9(1), pp. 40-63.

Further Readings:

- Craig, C. Samuel and Douglas, Susan P. (2000), "International Marketing Research", Second Edition, Chichester: Wiley.
- Czinkota, Michael R. and Ronkainen, Ilkka A. (1998), "International Marketing", Fifth Edition, Fort Worth: The Dryden Press.
- Ghuri, Pervez and Cateora (2006), "International Marketing", 2nd Edition, London: McGraw-Hill.
- Hofstede, Geert (1980), "Culture's Consequences", Beverly Hills, CA: Sage.
- Hofstede, Gert (1997), "Cultures and Organizations: Software of the Mind". New York: McGraw-Hill.
- Usunier, Jean-Claude (2000), "Marketing Across Cultures", Third Edition, London: Prentice Hall.
- Young, Stephen, Hamill, James, Wheeler, Colin, and Davies, J. Richard (1989), "International Market Entry and Development", Hemel Hempstead, Hertfordshire: Prentice Hall.



For further information on any of the opportunities that Aston Business School offers, please contact:

Aston Business School Aston University Aston Triangle Birmingham B4 7ET +44 (0)121 204 3000 www.abs.aston.ac.uk