

# BM3309 INTERNATIONAL MARKETING

**Module Number:** BM3309

**Module Title:** International Marketing

**Number of Aston Credits:** 20

**Total Number of ECTS Credits:** 10  
(European Credit Transfer)

**Staff Member Responsible for the Module:**

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Marketing Group

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Availability: Please check my door for office hours or contact group  
Administrator, Samantha Doidge, ABS Room 236, Extension 3147

**Other Staff Contributing to the Module: TBC**

**Pre-Requisite(s) for the Module:**  
(Except BAM & IBAM IM Stream)

BM2214 Marketing Management (SH)

BM2257 Marketing

**Module Learning Outcomes:**

This module is designed to develop an understanding of the special requirements for successfully conducting international marketing activities as many businesses today have expanded and are continuing to expand in the global arena in search of higher profits and market share. Their success largely depends on their ability to apply business concepts in foreign markets. The main course objective is thus to develop student skills in applying marketing principles in an international setting. To this end, concepts and analytical frameworks, which can be used in practice, will be presented to students taking this module. During the module it is hoped that students will develop a cultural sensitivity in addition to enhancing their analytical and creative skills.

On successful completion of the module students will be able to:

- Comprehensively analyse and evaluate an international marketing situation and recommend future strategies (for managerial action) which can be validated through

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well researched evidence and a strong theoretical base. This will be assessed through the group project.

- Evaluate the impact of recent environmental changes on international marketing. This is identified by the group project and the final examination.
- Analyse and apply the various components of the international marketing mix to create marketing performance and competitive advantage. This is assessed by the group project and the final examination.
- Describe and discuss the key issues required in managing international marketing practices. This is assessed through the group project.
- Demonstrate knowledge, comprehension and application of taught theory through active and consistent contribution to the group project. This is assessed through group work and informal peer evaluation.
- Manage complex problems presented by the group project, their individual workload and their group network in completing the group project. This is assessed through the overall group mark and individual peer assessment.
- Contrast and compare related theoretical concepts presented in the lectures and readings, and understanding the inherent differences and similarities. This is tested by the group project and the final examination.

### Module Content:

#### TERM 1

<b>Week 1</b> 5 <sup>th</sup> Oct	<b>Course Introduction</b>
<b>Week 2</b> 12 <sup>th</sup> Oct	<b>Internationalisation Theories</b> Examines the key theories developed to explain the motives and growth of the firm as it diversifies into international markets.
<b>Week 3</b> 19 <sup>th</sup> Oct	<b>International Business Environment</b> Examines how the international business environment impacts upon international marketing decisions.
<b>Week 4</b> 26 <sup>th</sup> Oct	<b>Guest Lecture</b> International Marketing in Practice
<b>Week 5</b> 2 <sup>nd</sup> Nov	<b>The Cultural Environment</b> Examines how the international business environment, and more specifically the cultural environment, impacts upon international marketing decisions.

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<b>Week 6</b> 9 <sup>th</sup> Nov	<b>International Marketing Research</b> This lecture will present the fundamentals of International marketing research, without which only risky international marketing decisions can be made.
<b>Week 7</b> 16 <sup>th</sup> Nov	<b>International Market Selection</b> Examines the various selection approaches and discuss the various factors firms must consider when selecting international markets
<b>Week 8</b> 23 <sup>rd</sup> Nov	<b>Foreign Market Entry Modes</b> Methods for entering foreign markets will be described and contrasted, and a framework for making the foreign market entry decision will be proposed.
<b>Week 9</b> 30 <sup>th</sup> Nov	<b>International Product Decisions</b> The “standardisation versus adaptation of products” debate will be presented, and alternative views proposed. Implications for international market orientation will be drawn.
<b>Weeks 10-11</b>	<b>No lectures or Surgery Sessions</b> <i>You are offered two weeks without any lectures or surgery sessions to attend in this module, and with no lecture-related readings. This is so that you can devote your time to <u>researching</u> your international market. This is a time- and effort-consuming process, but one on which the <u>quality</u> of your decisions will depend. Make sure your research is thoroughly conducted and accurately done. At the end of Week 11, you should have completed this exercise and be in a position to start writing up the strategic section of the report in Term 2.</i>
TERM 2	
<b>Week 14</b> 25 <sup>th</sup> Jan	<b>Communications in the International Arena</b> Discuss the key challenges for effective marketing communication strategies in the international markets
<b>Week 15</b> 1 <sup>st</sup> Feb	<b>International Distribution</b> An analysis of how firms gain and hold access to international markets along with the management of good channel relationships will also be provided.
<b>Week 16</b> 8 <sup>th</sup> Feb	<b>International Pricing</b> Both export and global pricing policies will be described.
<b>Week 17</b> 15 <sup>th</sup> Feb	<b>Guest Lecture</b> TBC
<b>Week 18</b> 22 <sup>nd</sup> Feb	<b>Implementation and Control</b> Implementation pertains to translating into actions the decisions made within the international marketing plan.

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Implementation decisions will be outlined. In addition, ways in which to control for the success of the plan and its implementation will be provided.

<b>Week 19</b> 29 <sup>th</sup> Feb	<b>International Marketing of Services</b> Differences between pure service products and the service attributes of physical goods are outlined. Specific implications for the international marketing of both types of services will be described.
<b>Week 20</b> 7 <sup>th</sup> Mar	<b>International HRM</b> The transfer of management practices across different cultures will be discussed.
<b>Week 21</b> 14 <sup>th</sup> Mar	<b>Revision Session 1</b>
<b>Week 22</b> 21 <sup>st</sup> Mar	<b>Revision Session 2</b>

### International Dimensions:

As this is a module focusing on International Marketing, the international dimensions are implicit within the topics studied. More specifically, every single topic studied within this module examines how to do business or conduct research across national boundaries. Implications drawn pertain to both the practice and theory, as the module also highlights how some of the academic theories developed in the US or UK do not necessarily translate well into other countries (e.g., the measurement of service quality or transfer of management practices).

### Corporate Connections:

Case studies are based on up-to-date, real-life corporate examples. The module will be supported by guest lecturers from international organisations and companies.

### Links to Research:

My main areas of research lie within marketing strategy, services marketing and international marketing including cross-cultural research. During the course of the lectures I will be drawing upon my current research activities particularly international management practices.

### Learning and Teaching Rationale and Methods:

This module is based on specialised themes. It encompasses clear methodological international marketing guidelines set out in the recommended textbook, and lecture sessions aimed at:

- illustrating the methods outlined in the book

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- providing additional and complementary perspectives on international marketing issues.

The lectures will be informed as much as possible by academic research in International Marketing. Since they will build on the textbook, they will assume that you are already familiar with the material covered in the textbook. It is therefore imperative that you read the recommended book chapters/other recommended readings on the reading list before attending each lecture. Lectures will take place each week.

Surgery sessions offer students the opportunity to discuss further the concepts presented in lectures in relation to the group project. Surgery sessions are designed to be **student led** and are based around the project framework provided, i.e. **tutors provide a largely facilitative role as opposed to directing discussion**. Details of the sessions (including timings) will be given in week 1.

### Contact and directed learning

Lectures	18
Surgery Sessions	7
Examination	2
<b>Indirect learning</b>	
Preparation of Assignment	63
Exam revision	40
Reading	70
<b>Total</b>	<b>200 hours</b>

### Ethical Approval:

This module does not require any primary research so no ethical approval will be necessary.

### Assessment and Feedback Rationale and Methods:

The module will be assessed by a group assignment (30%) and a 2-hour written exam (70%).

### *Examination*

The exam is in **closed book** format and students will have to answer 2 essay questions (out of 4).

### *Coursework*

The objective of the group report is to design an international marketing plan for **Thorntons Plc**. Students will be pre-assigned to groups of (up to) 5 members by the undergraduate office. All members of each group are expected to contribute equally to the assignment. To ensure that this actually happens and that no unnecessarily heavy load falls onto the shoulders of only some of the group members, there will be an individual component to the

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report. This will take the form of individual summaries of the work done by each student (i.e., each group member will be asked to indicate exactly how they have contributed to the overall project). To this end, a form is provided on pg. 8 of this outline (this form – Form 1 – will not be awarded a mark, but will provide evidence of each member's equal contribution). Furthermore, each group will have to provide a joint assessment of each group member's contribution to the group assignment, in percentage terms. To this end, one additional form (Form 2) is provided on pg. 9. No individual assessment of one's own contribution and/or other people's contribution in percentage terms (unsigned by other group members) will be accepted. Any incomplete form will render the assignment invalid; the assignment will be classified as "late" (with the accompanying grading implications) until such time as Form 2 is signed by all members. Part of this exercise is for group members to work together and negotiate among themselves.

The assignment entails a number of steps, including:

- a) **Market choice:** Selecting a country/countries to enter for international expansion. Note, however, that the most difficult element to this step in the assignment is for all members of each group to agree on market choice.
- b) Researching the internal and external **environments** of the company. This research phase is essential since marketing decisions made are only ever as good as the information on which they are based (Tookey, 1964)<sup>1</sup>. Thus, the possession of information will be crucial to the quality of the international marketing strategies ultimately developed, which must constantly refer to exact sources of information. However, no descriptive summary of the research findings will be requested in the final report. Instead, an analysis of the information uncovered (for example, using a rigorous SWOT procedure, and/or Porter's Five Forces model) will be warranted.
- c) Developing actionable, realistic, measurable international marketing **objectives**, which are directly in line with the research results. These should be adequately justified.
- d) Designing international marketing **strategies** aimed at achieving the set objectives. At this stage of the report, creativity, realism, and precision will be rewarded. The theories, models, and concepts presented in the recommended textbook(s) and in the lectures will have to be applied to derive international marketing decisions. Indications of how to implement the plan and control for its success should also be included.

In order to assist you in writing up your group report, specific guidelines will be provided in Week 3 (19<sup>th</sup> October 2011).

The report must be handed in by **7<sup>th</sup> March 2012, 12 pm**. Please note that lecturers and students are not allowed to negotiate individual extensions.

### Formatting Guidelines

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<sup>1</sup> Tookey, D. "Factors Associated with Success in Exporting." *Journal of Management Studies* 20, no. 1 (1964): 48-66.

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Maximum length: 30 sides A4 maximum, 1 inch margins all around, 1.5 spaced, font size 12, Times New Roman (inclusive of cover page, executive summary, table of contents, appendices, tables, graphs, references etc. Note, however, that tables and references may be single-spaced and for references **only** 10pt Times New Roman may be used). The page limit is exclusive of the forms needed to accompany the report (Forms 1 and 2 see pg. 8 and 9 of this outline). Any pages over the page limit will be neither read nor marked. Deviations from the set formatting guidelines will severely affect your grade, regardless of report content. This is to ensure optimal length consistency (and therefore marking fairness) for all submitted student reports.

### **Group Work**

Please note:

- Students are advised to bring to the attention of the module leader any problems at an early stage
- Students have access to an arbitration system to give them the opportunity to appeal against allocations of marks which they consider to be unfair
- Students are advised to keep records of group meetings in the form of a diary/minutes to allow for evaluation of contribution and effort (include attendance and non-attendance, objectives set, contribution of each individual, targets met etc.). NB By doing this, individuals who consistently miss group meetings or fail to deliver on agreed objectives can be highlighted.
- Students are advised to produce action plans of all group assessment activities, using the ABS Undergraduate proforma
- At the outset, students are advised to agree a set criteria (in writing) against which they will assess group contribution. It is important that groups set measurable objectives and standards of performance. All group members may then be easily assessed against these criteria.

### **Programme Outcomes:**

The table below shows how this module contributes towards your achieving the overall programme outcomes





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## FORM 2 - GROUP CONTRIBUTION SHEET – BM3309

PLEASE COMPLETE AND ATTACH TO THE GROUP REPORT

MODULE: International Marketing

GROUP NUMBER:

(E.g. 100 means that the student will receive 100% of the Final Grade, 50 means the student will receive 50% of the Final Grade.)

Student Name	Contribution (%)

All group members contributed equally (Please Tick)

DATE: \_\_\_\_\_

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MODULE:

GROUP:

Group Members Signatures (Should correspond to candidate numbers given above. Please note that this form must be signed by all group members):
