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Unit Reference:

UNIT TITLE: International Marketing Strategies (Core) **Unit Reference: MKT102**

LEVEL: 3

CREDIT POINTS 20

Parent Course: BA (Hons) Marketing

Delivering Faculty/School: SBS

Level (on parent course): 3

Date Validated : May 2001-05-02

Total Student Workload (hours): 150

The typical weekly student workload associated with this unit would be five hours for a period of 30 weeks. The traditional model of delivery indicates a pattern of weekly lecture and seminar amounting to two hours with the remaining three hours being attributable to directed learning and independent study. The teaching on this unit will focus on student participation and therefore formal lecture delivery will be minimised where possible in favour of directed preparation leading to discussion sessions.

The typical weekly contact between unit staff and students will amount to 2 hours comprising Lecture time, Tutorial/Seminar sessions and Surgery access.

In the event that scheduled contact sessions do not take place, students are required to undertake additional independent learning whether directed or not.

PREREQUISITES:

Progression from BA (Hons) Marketing or BA (Hons) Marketing Design Level 2
Or Equivalent.

DESCRIPTION:

The International Marketing Strategies unit extends the student's knowledge of the marketing concept, its main components and application to the international marketplace.

Many organisations now need to look beyond their original country borders for growth, saturated home markets and shortening product life cycles forcing many organisations to look overseas for new market opportunities. Talk of Pan-European or even global products and/or brands is now commonplace with demographic trends moving in very similar directions in the developed world.

The importance of the European Community for the United Kingdom in terms of increasing economic and political union cannot be underestimated as can its trading relations with the USA, Japan, the former Eastern Bloc nations and the emerging Pacific Basin manufacturing nations. The global village of competition already exists. It is now up to home marketers to more fully understand what facilitates the satisfaction of both customer needs and the requirements of the organisation across national economic, political and socio-cultural boundaries.

The unit, in particular case studies, will give consideration to many issues facing international marketing managers with particular emphasis on the closer interdependence of marketing and corporate communication in the international arena.

LEARNING OUTCOMES:

A. Knowledge and Understanding

- i) Demonstrate understanding of theoretical concepts, theories and models applicable to international marketing situations.

B. Intellectual Skills

- i) Critically evaluate theoretical concepts, theories and models associated with international marketing activities.
- ii) Evaluate the application and effect of theoretical concepts in past international marketing programmes.

C. Practical and Professional Skills

- i) Identify and apply international marketing management concepts to operational situations.
- ii) Analyse the effectiveness of historic and contemporary international marketing strategy implementation.

D. Key Skills

- i) Communicate effectively by written and oral means.
- ii) Develop justified arguments in support of conclusions and recommendations.

TYPICAL AREAS OF STUDY

International Marketing Theories:

International Trade theories from Absolute Advantage to Global Consumerisation. Internationalisation of the 'Firm' theories, typologies and stages. Marketing programme strategic choice theories.

International Marketing Environment (SLEPT):

Analysis of environmental factors to identify the additional challenges faced by international marketers as opposed to those operating in their domestic market. Identification and consideration of the strategic challenges presented by variability and diversity forces in international environments.

International 'Firm' Environment:

Analysis of the 'Proximate-Macro' environment in diverse international markets to identify appropriate operational strategies and market selection decisions.

International Marketing Programme Strategies:

Selection, implementation and management of market focused strategies whether ploycentric, regiocentric or globocentric.

International Marketing Management:

Management of the international firm for effective performance in the face of global forces.

TEACHING AND LEARNING STRATEGY

Related to Learning Outcomes

A. i. Lectures, Directed Reading and Student Centred learning will develop knowledge and understanding of key theoretical concepts which will form the basis of discussion centred on application to operational situations.

B. i. Case Studies, Academic Journal and other articles will be used in lectures and tutorials to facilitate critical analysis of theoretical concepts.

ii. Case Study and other published material will be employed to facilitate the critical evaluation of effective application of theoretical concepts to operational situations.

C. i. Reading and case study analysis will be used together with key concept identification in teaching sessions to identify areas of practical and professional application of international marketing management concepts.

ii. Discussion in tutorials and access to tutors during surgeries will be used to develop the ability to evaluate the effectiveness of management's past application of theoretical concepts.

D. i. Oral communication skills will be enhanced by participation in class discussion and assessed in the formal presentation. Written communication skills will be

developed in tutorials and surgery sessions focused on the written assignment and assessed by tutors in marking the coursework and examination.

- ii Tutorial and surgery sessions will develop justification and development of argument skills from that attained at level 2. Student ability in this respect will be assessed in both the written assignment and examination.

ASSESSMENT

The unit is assessed by a combination of coursework and examination comprising:

Weighting:	15%
Assessment Type:	Group Presentation (GRPS)
Additional Details:	The presentation will be based on a 'Product' or 'Geographic' market.

Weighting:	25%
Assessment Type:	Individual Assignment (INDI)
Normal Word Limit:	2,000 – 3,000 words

Weighting:	60%
Assessment Type:	Examination (EXM)
Time Constraint:	3 hours

6. ASSESSMENT STRATEGY

The unit will be assessed by a combination of coursework and examination to measure students' attainment of stated learning outcomes.

The presentation will require detailed research and analysis of a market, identification of applicable strategic theories and justification of their application to operational situations. Candidates will need to be effective oral communicators.

The written assignment will require candidates to be able to identify the scope of a given topic (which may be closely related to the presentation) and structure a formal written communication including full justification of recommendations. Candidates will need to demonstrate that they are effective communicators in the written form.

The examination is a summative assessment designed to test candidates' ability to identify and apply appropriate theoretical material, discuss and justify in a time-constrained environment.

Related to Learning Outcomes:

	Ai	Bi	Bii	Ci	Cii	Di	Dii
GRPS	X	X	-	X	-	X	X
INDI	X	X	X	X	X	X	X
EXM	X	X	X	X	X	X	X

INDICATIVE READING

Svend Hollinson, Global Marketing: A market-responsive approach, 2nd edition, Prentice Hall, 2001

Che, H., Harris, R. Global Marketing Strategies, Butterworth Heinemman, 1998

Craig, C.S., Douglas, S. P., International Marketing Research, 2nd edition, John Wiley and Sons, 2000

Academic Journals:

International Journal of Marketing Research

International Journal of Advertising

Journal of International Marketing

Journal of Global Marketing

Professional Marketing Journals:

Marketing

Marketing Week

Marketing Business

Additional:

All students are advised to regularly scan a quality newspaper e.g. Financial Times and other publications such as the Economist, also to seek and view appropriate business related television programmes.

Unit Reference:**UNIT TITLE: Marketing Communications****LEVEL: 3****CREDIT POINTS 20****Total Student Workload (hours): 150**

made up of:	Class Contact		60
	Lectures	30	
	Seminars	30	
	Directed Learning		25
	Independent Learning		63
	Formal Assessment		2

PREREQUISITES:

Level 2 Marketing
Or equivalent

OBJECTIVES

1. To provide a critical understanding of the strategic role of marketing communications within industry, commerce and the public sector in both the UK and continental European contexts.
2. To examine and evaluate the elements within the marketing communications 'mix'.
3. To assess the role of the agency, (general and specialist), in marketing communications.
4. To develop awareness and aptitude in the methods and techniques used in each of the marketing communications segments.
5. To provide an understanding of buyer behaviour and the buying process in both consumer and business-to-business markets, and their relationship to marketing communications strategy.

DESCRIPTION

The Marketing Communications unit builds onto the Level 2 'Marketing' unit by in-depth analysis of the promotional, or marketing communications, area of marketing.

In order to be successful every product or service has to be marketed correctly and the communications aspect of such marketing is vital.

Students will develop a sound knowledge of marketing communications together with practical skills to enable them to select correctly from the marketing communications 'mix'. Realistic work applications will be encouraged, ensuring that students are thoroughly prepared for this specialist environment, with its wide range of career opportunities.

This unit, in particular the assignment, will give consideration to the whole marketing approach with emphasis on the marketing communications skills.

LEARNING METHODS

Lectures, supported by appropriate visual aids, real life case studies and videos, will provide the theoretical framework.

This will be integrated with class work, case studies, scenarios and practical problem solving exercises approached both individually and in groups. This will provide practice and appreciation of real marketing communications problems/situations.

ASSESSMENT

A practically based assignment requiring students to conduct research of their own. (30%)

A student seminar on a designated subject, requiring research and to be presented in pairs or groups. The seminars will be 50% peer assessed. (10%)

A two hour examination. (60%)

INDICATIVE CONTENT

6. The Marketing Communications Mix

Communication models. Communication objectives. Factors affecting the marketing communications mix. Push and pull strategies. Determining the marketing communications appropriation.

7. Advertising

Economic aspects of advertising. Qualitative and quantitative aspects of advertising media. Media buying. Media research. Planning advertising: objectives, message, creative aspects, media scheduling, pre and post evaluation. Selection and use of advertising and specialist agencies. Consumer, corporate and business to business advertising.

8. Sales Promotion

Consumer and business to business sales promotion techniques and planning. Merchandising. Packaging. Sales literature. Exhibitions.

9. Direct Marketing

Reasons for growth. Direct Mail Direct response marketing. Telemarketing.

10. Public Relations

Range of publics. Corporate public relations and methods. Media publicity.

11. Personal Selling and Sales Management

Importance of personal selling and its relevance to marketing communications. Role and characteristics of the salesperson. Selling process and techniques. Sales recruitment, training, organisation, motivation and remuneration.

12. Buying Behaviour

Consumer and business to business buying behaviour and buying processes. Buying behaviour models. Relationship to marketing communication strategies. Measurement of attitudes and awareness.

13. Social and Legal and Control Factors

Ethics of marketing and advertising. Consumerism and environmentalism. Social marketing. Legal and voluntary constraints on marketing communication.

INDICATIVE READING

Recommended Text:

Chris Fill, *Marketing Communications: Contexts, Concepts and Strategies* Prentice Hall, 1999

L. Butterfield, *Excellence in Advertising*, Butterworth Heinemann, 1997.

A.H. Center & P. Jackson, *Public Relations Practices*, Prentice Hall, 1995.

F. Jefkins, *Public Relations*, Pitman, 1998

M.L. Roberts & P.D. Berger, *Direct Marketing Management*, Prentice Hall, 1995.

T.A. Shimp, *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications*, Dryden Press, 4th Edition, 1997.

P.R. Smith, *Marketing Communications: An Integrated Approach*, Kogan Page, 1995.

W. Wells, J. Burnett & S. Moriarty, *Advertising: Principles and Practice*, Prentice Hall, 1998.

Other Texts/Journals:

International Journal of Advertising
Campaign
Marketing
Marketing Week

UNIT AUTHOR: Julie Tinson

Unit Reference:**Unit Title:** Electronic Marketing**Credit Points:** 20**Level:** 3**Parent Course:** BA (Hons) Marketing**Level (on parent course):** 3**Faculty:** Business**Date Validated:** 10th May 2000**TOTAL STUDENT WORKLOAD: 150 hours**

Class contact:	48 hours	Typically comprising a programme of lectures, seminars, and surgeries
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Directed learning:	60 hours
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Independent learning:	42 hours
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In the event that a normal time tabled session is cancelled, additional directed learning may be provided and/or students will be required to undertake additional independent learning.

The total student workload is based on the unit being delivered over a three term academic year. If the unit is delivered over one semester, the total student workload will remain unchanged but will be delivered over twelve teaching weeks.

PREREQUISITES

None

UNIT DESCRIPTION

One of the most significant changes, in the way businesses manage the market place and commerce, is now taking place. Some changes are already in place, and spreading throughout the globe, others are just beginning.

The business manager needs to be aware of this changing business environment and the significant impact that electronic commerce will have on everybody's way of doing business. This revolution is bringing a myriad of opportunities, as well as risks. Companies are discovering that old solutions do not work with the new problems. The business models are changing, and bring with them a new industrial order.

This unit aims to describe what electronic commerce is, how it is being conducted and managed, along with some of its major opportunities, limitations and risks. The unit will concentrate on the managerial aspects of electronic commerce, as against the

technical aspects, ensuring that the students are aware of the business fundamentals as well as the latest developments in electronic commerce.

LEARNING OUTCOMES

By the end of the unit the student should be able to:

Understanding and Knowledge

1. Examine case study material concerning e-commerce in business, relate these to current e-commerce theory and be able to present their analysis in written form.
2. Research and critically evaluate a topic area concerning the changing e-commerce business environment.
3. Critically evaluate a range of concepts relating to e-commerce.

Skills and other attributes

Cognitive

1. Critically evaluate in depth research of a key topic.
2. Critically interpret case study material and apply the appropriate theoretical knowledge.

Practical and Professional

1. To analyse data and evaluate findings.

Key skills

1. Communication: Present written information in a professional and accurate format.
2. I.T.: The use of information Technology in business activities.

AREAS OF STUDY

1. Introduction to electronic commerce.
2. Retailing in electronic commerce
3. The Internet customer and customer centred marketing.

4. Advertising in electronic commerce
5. Business to business electronic commerce
6. Logistical issues of electronic commerce
7. Supply chain management
8. Electronic commerce strategy and implementation.
9. Global issues and virtual organisations

TEACHING AND LEARNING STRATEGY

The topics covered in this unit will initially be presented by a weekly lecture and then developed further during seminar sessions. The seminars will allow the students the opportunity to consider the practical application of the theory, either by considering case studies, by analysing live company electronic commerce sites, or by discussion about and research into a particular topic.

7. ASSESSMENT

50% ASSI Individual: 2000 word limit
research and evaluation of a key topic area

50% EXAM A time-constrained analysis of a case study.
Case study distributed early morning answers to be available
by early evening. Duration about 8 hours

Students are required to pass both elements of the assessment in order to pass the unit.

ASSESSMENT STRATEGY

Assessment will be carried through a combination of an individual in course assignment and an end of unit time constrained analysis of a case study. The assessment will measure the student's attainment of the given learning outcomes. The end of unit assignment will include the assessment of skills development through the application of theory to case study material with the appropriate written report. The in course assignment will assess the development of research and evaluation skills along with IT and written skills.

8. INDICATIVE READING

Core Texts

Turban E. Lee J. King D. & Chung H. (1999) *Electronic Commerce A Managerial Perspective*, New Jersey: Prentice Hall

Kalakota R. & Whinston A. (1997) *Electronic Commerce, A Manager's Guide*, Harlow: Addison-Wesley

Recommended reading

Edlington S. (1999) *Marketing your Business on the Internet*, Plymouth: Internet Handbooks

Currie W. (2000) *The Global Information Society*: Chichester: J Wiley

Timmers P. (1999) *Electronic Commerce- Strategies and Models for Business to Business Trading* Chichester: J Wiley

Unit Author John Newell

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