



Advanced Diploma in Marketing (881) – International Marketing

Prerequisites: Basic knowledge in marketing.	Corequisites: A pass or higher in Diploma in Marketing or equivalence.
<p>Aim: This course enable candidates to explore the international marketing for UK products, and to explore the increasing competitive international environment and recent changes in the environment that have challenged UK business. The course will analyse concepts of entry-level marketing business, functions in an international marketing environment - marketing management problems, techniques and strategies needed to apply the marketing concept to the world marketplace. Understanding a country's cultural and environmental impact on the marketing plan is emphasised, as well as competing in markets of various cultures. Worldwide consumerism, economic and social development, the spread of multinational corporations, business ethics, and current economic and marketing issues are examined. Utilising fundamental marketing techniques, candidates will learn to develop strategies appropriate to a dynamic and challenging global market arena. Candidates will concentrate on the techniques of entering foreign markets, conducting market research studies, and the development of product, pricing, promotion, and distribution policies and strategies for global markets.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
<p>Special Requirements: The course requires a combination of lectures, demonstrations and class discussions.</p>	
<p>Intended Learning Outcomes:</p> <p>1 Analyse the scope and challenge of international marketing</p> <p>2 Understand the dynamic environment of international trade</p> <p>3 Analyse the importance of history and geography in understanding international markets</p>	<p>Assessment Criteria:</p> <p>1.1 Analyse the changing face of UK business</p> <p>1.2 Analyse the scope of the international marketing tasks</p> <p>1.3 Describe the importance of the self-reference criterion (SRC) in international marketing</p> <p>1.4 Identify the progression of becoming a global marketer</p> <p>1.5 Identify the increasing importance of global awareness</p> <p>2.1 Analyse the importance of balance-of-payment figures to a country's economy</p> <p>2.2 Define the effects of protectionism on world trade</p> <p>2.3 Describe the different types of trade barriers</p> <p>2.4 Describe the importance of GATT and the World Trade Organization</p> <p>2.5 Describe the importance of the International Monetary Fund and the World Bank Group</p> <p>3.1 Describe the effects of history on a country's culture</p> <p>3.2 Analyse the effect of geographic diversity on economic profiles of a country</p> <p>3.3 Define why marketers need to be responsive to the geography of a country</p> <p>3.4 Identify the economic effects of</p>

<p>4 Understand the cultural dynamics in assessing global markets</p>	<p>controlling population growth versus aging population</p> <p>3.5 Describe how communication is an integral part of international commerce</p> <p>4.1 Describe the importance of culture to an international marketer</p> <p>4.2 Analyse the origins and elements of culture</p> <p>4.3 Discuss the impact of cultural borrowing</p> <p>4.4 Explore the strategy of planned change and its consequences</p>
<p>5 Analyse culture, management style, and business systems in UK and other countries</p>	<p>5.1 The necessity for adapting to cultural differences</p> <p>5.2 How and why management styles vary around the world</p> <p>5.3 The extent and implications of gender bias in other countries</p> <p>5.4 The importance of cultural differences in business ethics</p> <p>5.5 The differences between relationship-oriented and information-oriented cultures</p>
<p>6 Understand what the sovereignty of nations means and how it can affect the stability of government policies</p>	<p>6.1 Analyse how different governmental types, political parties, nationalism, targeted fear/animosity, and trade disputes can affect the environment for marketing in foreign countries</p> <p>6.2 Describe the political risks of global business and the factors that affect stability</p> <p>6.3 Analyse the importance of the political system to international marketing and its effect on foreign investments</p> <p>6.4 Describe the impact of political and social activists, violence, and terrorism on international business</p> <p>6.5 Define how to assess and reduce the effect of political vulnerability</p> <p>6.6 Discuss how and why governments encourage foreign investment</p>
<p>7 Understand the international legal environment</p>	<p>7.1 Describe the heritages of today's legal systems</p> <p>7.2 Explore issues associated with the jurisdiction of legal disputes and the various methods of dispute resolution</p> <p>7.3 Analyse the unique problems of protecting intellectual property rights internationally</p> <p>7.4 Explore ways of protecting against piracy and counterfeiting</p> <p>7.5 Describe the legal differences between countries and how those differences can affect international marketing plans</p> <p>7.6 Explore the different ways UK laws can be applied to UK companies operating outside the United Kingdom.</p>
<p>8 Describe how to develop global vision through marketing research</p>	<p>8.1 Analyse the importance of problem definition in international research</p>

Tel: 0044 7423211037

Email: info@londoncomputercollege.co.uk Website: www.londoncomputercollege.co.uk

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	8.2	Analyse quantitative and qualitative research methods
	8.3	Describe multicultural sampling and its problems in less developed countries
	8.4	Describe how to analyse and use research information
9 Understand the political and economic changes affecting global marketing	9.1	Explore the connection between the economic level of a country and the marketing task
	9.2	Describe marketing's contribution to the growth and development of a country's economy
	9.3	Describe the growth of developing markets and their importance to regional trade
	9.4	Describe the political and economic factors that affect stability of regional market groups
	9.5	Define the NIC growth factors and their role in economic development
10 Understand the reasons for economic union	10.1	Discuss the patterns of international cooperation
	10.2	Analyse the evolution of the European Union
	10.3	Describe strategic implications for marketing in Europe
	10.4	Describe the trade linkage of NAFTA and South America and its regional effects
	10.5	Describe the development of trade within the Asian-Pacific Rim
11 Understand how global marketing management differs from international marketing management	11.1	Analyse the increasing importance of international strategic alliances
	11.2	Discuss the need for planning to achieve company goals
	11.3	Describe the important factors for each alternative market-entry strategy
12 Understand the importance of offering a product suitable for the intended market	12.1	Describe the relationship between product acceptance and the market into which it is introduced.
	12.2	Analyse the importance of quality and how quality is defined
	12.3	Define country-of-origin effects on product image
	12.4	Discuss physical, mandatory, and cultural requirements for product adaptation
13 Understand the importance of derived demand in industrial markets	13.1	Describe how demand is affected by technology
	13.2	Analyse characteristics of an industrial product
	13.3	Describe the importance of ISO 9000 certification
	13.4	Analyse the importance of trade shows in promoting industrial goods
	13.5	Analyse the importance of relationship marketing for industrial products and services




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<p>14 Evaluate the variety of distribution channels and how they affect cost and efficiency in marketing</p>	<p>14.1 Describe how distribution patterns affect the various aspects of international marketing</p> <p>14.2 Explore the growing importance of e-commerce as a distribution alternative</p> <p>14.3 Analyse the functions, advantages, and disadvantages of various kinds of middlemen and the importance of middlemen to a product's success and the importance of selecting and maintaining middlemen</p>
<p>15 Understand how the UK government helps exporters</p>	<p>15.1 Analyse the steps necessary to move goods across country borders</p> <p>15.2 Discuss how various import restrictions are used politically</p> <p>15.3 Analyse means of reducing import taxes to remain competitive</p> <p>15.4 Define the mechanics of export documents and their importance</p> <p>15.5 Explore the main instruments of foreign commercial payments</p> <p>15.6 Describe the logistics and problems of the physical movement of goods</p>
<p>16 Describe the local market characteristics that affect the advertising and promotion of products</p>	<p>16.1 Describe the strengths and weaknesses of sales promotion and public relations in global marketing</p> <p>16.2 Analyse the effects of a single European market on advertising</p> <p>16.3 Analyse the effect of limited media, excessive media, paper and equipment shortages, and government regulations on advertising and promotion budgets</p>

Recommended Learning Resources: International Marketing

<p>Text Books</p>	<ul style="list-style-type: none"> • International Marketing by Pervez Ghauri , Graham Cateora. ISBN-10: 0070598797 • International Marketing by Michael R. Czinkota , Ilka A. Ronkainen. ISBN-10: 0324361157 • International Marketing: A Global Perspective by Hans Muhlbacher , Helmuth Leihls , Lee Dahringer. ISBN-10: 1844801322
<p>Study Manuals</p> 	<p>BCE produced study packs</p>
<p>CD ROM</p> 	<p>Power-point slides</p>
<p>Software</p> 	<p>None</p>