

Unit 50: International Marketing

Unit code	J/618/5133
Unit level	5
Credit value	15

Introduction

Marketing on a global scale can be challenging as marketers need to be able to reconcile operational differences, opportunities and similarities to meet global market objectives. In today's globalised economy, it is essential that marketing efforts are able to transcend international borders. To do this, marketers must gain an appreciation of the various cultural, regulatory and political issues that exist in transferring marketing strategies into different countries and the impact this can have on both consumers and the organisation.

The aim of this unit is to introduce students to a variety of methods that organisations use to coordinate their international marketing efforts, students will critically evaluate the various challenges that organisations face when doing so. Through the analysis of different marketing approaches in different international contexts students will learn about the international marketing environment.

This unit will give students the knowledge they need and the ability to work effectively with marketing teams internationally and to study marketing at a higher level.

Learning Outcomes

By the end of this unit a student will be able to:

- LO1 Analyse how effective marketing contributes to business strategies in an international context
- LO2 Evaluate entry to a selection of international markets and define the key success factors
- LO3 Debate how the elements of the marketing plan can be adapted or standardised across international markets
- LO4 Present different international marketing approaches for multinational, global, transnational or meta-national contexts.

Essential Content

LO1 Analyse how effective marketing contributes to business strategies in an international context

International context:

Scope and definition of international marketing.

Rationale for why organisations seek to internationalise.

Key global macro- and customer trends influencing international marketing.

Contribution to meeting strategic objectives:

Marketing's role in contributing to the business strategy in an international context.

Factors that influence internationalisation.

Setting an appropriate international marketing strategy to meet objectives.

Different routes to market, including direct channels, e.g. websites, mail order, exhibitions and indirect channels, e.g. sales agents, distributors and franchisees.

LO2 Evaluate entry to a selection of international markets and define the key success factors

Critical evaluation of international markets:

The importance of choosing the right international market.

The international market selection process and applying the International Market Entry Evaluation process.

Opportunities and challenges when entering international markets, including ethical, legal considerations and cultural norms and values.

Risk management and contingency planning in relation to volatile international markets.

Generic international market entry strategies, including franchising, direct exporting, acquisition and joint ventures.

Determining key success factors of international marketing.

LO3 Debate how the elements of the marketing plan can be adapted or standardised across international markets

The marketing plan in an international context:

Factors to address include researching new destinations and assessing market opportunity, adapting strategy to fit, working with international partners, adjusting the media mix and brand messaging accordingly.

Product adaptation the argument for and against global vs local.

Pricing in international markets and factors to consider, e.g. exchange rates, tariffs and duties.

The use of new technologies that support international distribution and promotional strategies, considering hardware, e.g. computerised systems, telecommunications, networks and software, e.g. mobile devices, cloud computing, social media platforms.

People and servicing in an international context, e.g. cultural awareness and diplomacy, respecting customs and traditions, overcoming language barriers, different skills sets and attributes.

Tapping into untapped markets.

LO4 Present different international marketing approaches for multinational, global, transnational or meta-national contexts.

International marketing approaches:

Organisation structures in an international context.

Home or international orientation and reporting lines.

Different marketing approaches for international orientation, e.g. polycentric, geocentric, ethnocentric.

Negotiation and new business assessment in international markets.

Assessing international market competition.

Assessing international market performance.

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
LO1 Analyse how effective marketing contributes to business strategies in an international context		LO1 and LO2 D1 Produce a critical evaluation of the international market context, including insight into how organisations should adapt their marketing strategies for various markets.
P1 Analyse the scope and key concepts of international marketing. P2 Discuss the rationale for an organisation to want to market internationally and describe the various routes to market they can adopt.	M1 Evaluate the opportunities and challenges that marketing internationally presents to an organisation.	
LO2 Evaluate entry to a selection of international markets and define the key success factors		
P3 Evaluate the key criteria and selection process to use when considering which international market to enter. P4 Explain, using examples, the different market entry strategies, including the advantages and disadvantages of each one.	M2 Apply the market evaluation criteria and entry strategies, and make recommendations for a selected organisation.	
LO3 Debate how the elements of the marketing plan can be adapted or standardised across international markets		D2 Justify how the marketing mix can be adapted and applied, giving a range of international examples.
P5 Present the key arguments in the global vs local debate. P6 Discuss how the product, pricing, promotional and distribution approach differs in an international context.	M3 Challenge the context and circumstances in which an organisation should adopt a global or local approach, highlighting the implications of doing so. M4 Articulate in detail how to adapt the marketing mix of a selected organisation in an international context.	

Pass	Merit	Distinction
<p>LO4 Present different international marketing approaches for multinational, global, transnational or meta-national contexts.</p>		
<p>P7 Present various international marketing approaches for different organisations and contexts.</p> <p>P8 Compare home and international orientation and ways to assess competitors, giving implications of each approach.</p>	<p>M5 Present the benefits and limitations of various international marketing approaches and competitor analysis in relation to organisational purpose and orientation.</p>	<p>D3 Present recommendations for how organisations should be structured to maximise the opportunity in an international context.</p>

Recommended Resources

Textbooks

ALBAUM, G. and DUERR, E. (2016) *International Marketing and Export Management*. 8th Ed. Harlow: Pearson.

KEEGAN, W. (2016) *Global Marketing Management: International Edition*. 9th Ed. Harlow: Pearson.

LOWE, R., KENYON, A. and DOOLE, I. (2019) *International Marketing Strategy: Analysis, Development & Implementation*. 8th Ed. Cengage.

Websites

www.hubspot.com	HubSpot Business and marketing resources (General reference)
www.marketingdonut.co.uk	Marketing Donut Market strategy Export (General reference)
www.marketingprofs.com	Marketing Professionals Topic International marketing (General reference)
www.mycustomer.com	MyCustomer Marketing (General reference)

Links

This unit links to the following related units:

Unit 1: Business and the Business Environment

Unit 2: Marketing Processes and Planning

Unit 35: Integrated Marketing Communications