

# IB388-12 International Marketing

**20/21**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Jenny Lloyd

**Credit value**

12

**Module duration**

10 weeks

**Assessment**

50% coursework, 50% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

N/A.

[Module web page](#)

### Module aims

This course is designed as an advanced marketing option which builds upon the understanding gained in IB209 Marketing. It focuses upon issues which are specific challenges for international marketers. These include operation in turbulent and globally interlinked economies, designing global marketing strategies and determining the international marketing mix.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. The Decision Whether to Internationalize.
2. Theories of Internationalization and International Competitiveness.
3. Deciding, Which Markets to Enter.
4. Market Entry Strategies.

5. International Product Decisions.
6. International Pricing and Distribution.
7. International Promotion.
8. Implementing and Coordinating the Global Marketing Programme.
9. Exam Preparation and Revision.

## **Learning outcomes**

By the end of the module, students should be able to:

- Understand and communicate effectively critical concepts in international marketing.
- Evaluate critically firm internationalisation from a marketing perspective, and describe the differences between international and domestic marketing.
- Discuss competently the implications of international marketing for marketing practice.
- Analytical skills in the examination of cases and relevant examples.
- Ability to conduct relevant research and summarise important insights related to a business decision.

## **Indicative reading list**

S Hollensen, *Global Marketing*, Pearson, 6th edition, 2014.

P Ghauri and P. R. Cateora, *International Marketing*, McGraw-Hill, 4th edition, 2014.

Banerjee, S., Prabhu, J. C., and R. K. Chandy (2015). Indirect Learning: How Emerging-Market Firms Grow in Developed Markets. *Journal of Marketing*, 79(1), 10-28.

Baughn, C., Bodie, N. L., Buchanan, M. A., and M. B. Bixby (2010). Bribery in International Business Transactions. *Journal of Business Ethics*, 92, 15-32.

Corstjens, M. and R. Lal (2012). Retail Doesn't Cross Borders: Here's Why and What to Do About it. *Harvard Business Review*, April.

## **Subject specific skills**

Demonstrate knowledge and understanding of international marketing considerations.

Critically apply the contents covered in the module to the analysis of firm internationalisation.

## **Transferable skills**

Develop written communication skills.

Develop analytical and problem solving skills.

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## **Study**

## **Study time**

<b>Type</b>	<b>Required</b>
Lectures	10 sessions of 2 hours (17%)
Seminars	9 sessions of 1 hour (8%)
Private study	35 hours (29%)
Assessment	56 hours (47%)
Total	120 hours

### **Private study description**

Private Study.

### **Costs**

No further costs have been identified for this module.

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### **Assessment**

You do not need to pass all assessment components to pass the module.

### **Assessment group C2**

	<b>Weighting</b>	<b>Study time</b>
Individual Assignment	50%	28 hours
Online Examination	50%	28 hours
Exam		

~Platforms - AEP

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- Online examination: No Answerbook required

### **Feedback on assessment**

Feedback via My.WBS.

[Past exam papers for IB388](#)

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### **Availability**

### **Pre-requisites**

To take this module, you must have passed:

- All of
  - IB209-24 Marketing

## Courses

This module is Optional for:

- Year 3 of UESA-HN11 BSc Engineering and Business Studies
- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
  - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
  - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 3 of UIBA-N211 Undergraduate Information Systems Management and Innovation
- Year 4 of UIBA-N214 Undergraduate Information Systems Management and Innovation (with Intercalated Year)
- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- UIBA-MN32 Undergraduate Law and Business Studies
  - Year 3 of MN32 Law and Business Studies (Four-Year)
  - Year 4 of MN32 Law and Business Studies (Four-Year)
- UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with Intercalated Year
  - Year 4 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
  - Year 5 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
  - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
  - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
  - Year 4 of MN36 Law and Business Studies with Intercalated Year (4+1)
  - Year 5 of MN36 Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N1 Undergraduate Physics and Business Studies

This module is Option list A for:

- UIBA-N203 BSc in International Management
  - Year 4 of N203 International Management
  - Year 4 of N203 International Management
- UIBA-N201 BSc in Management
  - Year 3 of N201 Management

- Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
  - Year 4 of N202 Management (with Intercalated Year)
  - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)

This module is Option list B for:

- Year 3 of UIBA-N201 BSc in Management
- Year 4 of UIBA-N202 BSc in Management (with Intercalated Year/UPP)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate Partnership Programme)
  - Year 4 of NN36 Accounting and Finance (Intercalated)
  - Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)