

# IB3L7-15 Global Issues in Marketing

**21/22**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Jenny Lloyd

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

20% coursework, 80% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This is an elective module available to both WBS and non-WBS students. The module explores and analyses the relevant decisions in the process of firm internationalisation. Particular focus lies on strategic challenges for international marketing together with the specific issues of internationalising the marketing mix. Throughout the module, students will discuss examples of successful international marketing practices as well as explore why some international marketing strategies have worked less well.

[Module web page](#)

### Module aims

This module explores and analyses the relevant decisions in the process of firm internationalisation. Particular focus lies on strategic challenges for international marketing together with the specific issues of internationalising the marketing mix. Throughout the module, students will discuss examples of successful international marketing practices as well as explore why some international marketing strategies have worked less well.

### 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.

The Decision Whether to Internationalize  
Theories of Internationalization and International Competitiveness  
Deciding, Which Markets to Enter  
Market Entry Strategies  
International Product Decisions  
International Pricing and Distribution  
International Promotion  
Implementing and Coordinating the Global Marketing Programme  
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

| Type          | Required                     |
|---------------|------------------------------|
| Lectures      | 10 sessions of 2 hours (13%) |
| Seminars      | 9 sessions of 1 hour (6%)    |
| Private study | 48 hours (32%)               |
| Assessment    | 73 hours (49%)               |
| Total         | 150 hours                    |

## Private study description

independent learning

## 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 D

|                                 | Weighting | Study time |
|---------------------------------|-----------|------------|
| Individual Assignment (15 CATS) | 20%       | 15 hours   |
| Individual Assignment           |           |            |
| Online Examination              | 80%       | 58 hours   |
| Online Assessment               |           |            |
| ~Platforms - AEP                |           |            |

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- Online examination: No Answerbook required

## Feedback on assessment

feedback is provided on my.wbs

## Availability

### Pre-requisites

To take this module, you must have passed:

- Any of
  - [IB148-15 Principles of Marketing](#)
  - [IB2C5-15 Foundations of Marketing](#)

### Courses

This module is Optional for:

- UIBA-N20B BSc in Management
  - Year 3 of N20B Management
  - Year 3 of N20B Management
  - Year 3 of N23K Management with Accounting
  - Year 3 of N234 Management with Digital Innovation
  - Year 3 of N235 Management with Entrepreneurship
  - Year 3 of N232 Management with Finance
  - Year 3 of N252 Management with Marketing
  - Year 3 of N23L Management with Strategy and Organisation
- UIBA-MN3C Law and Business Four Year (Qualifying Degree)
  - Year 3 of MN3C Law and Business Four Year (Qualifying Degree)
  - Year 4 of MN3C Law and Business Four Year (Qualifying Degree)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 3 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- UIBA-N20F Undergraduate International Management
  - Year 4 of N20F International Management
  - Year 4 of N20F International Management
  - Year 4 of N20S International Management (with Accounting)
  - Year 4 of N20T International Management (with Chinese)
  - Year 4 of N20N International Management (with Digital Innovation)
  - Year 4 of N20P International Management (with Entrepreneurship)
  - Year 4 of N20M International Management (with Finance)
  - Year 4 of N20U International Management (with French)

- Year 4 of N20L International Management (with Marketing)
- Year 4 of N20V International Management (with Spanish)
- Year 4 of N20W International Management (with Strategy and Organisation)
- Year 4 of N20E Management (with Foundation Year)
- Year 4 of N234 Management with Digital Innovation
- Year 3 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
  - Year 5 of N20J Management (Foundation Year and Placement)
  - Year 5 of N20K Management (Foundation Year and UPP)
  - Year 5 of N23H Management with Digital Innovation (with Foundation Year and Placement Year)
  - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
  - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
  - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20A Undergraduate Management (with Foundation Year)
  - Year 4 of N20A Management (with Foundation Year)
  - Year 4 of N23A Management with Finance (with Foundation Year)
  - Year 4 of N25A Management with Marketing (with Foundation Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
  - Year 4 of N20E Management (with Foundation Year)
  - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
  - Year 4 of N23M Management with Accounting (with Foundation Year)
  - Year 4 of N23E Management with Digital Innovation (with Foundation Year)
  - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
  - Year 4 of N23D Management with Finance (with Foundation Year)
  - Year 4 of N254 Management with Marketing (with Foundation Year)
  - Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
  - Year 4 of N20B Management
  - Year 4 of N20D Management (Undergraduate Partnership Programme)
  - Year 4 of N20C Management (with Placement Year)
  - Year 4 of N20Q Management with Accounting (with Placement Year)
  - Year 4 of N236 Management with Digital Innovation (with Placement Year)
  - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
  - Year 4 of N233 Management with Finance (with Placement Year)
  - Year 4 of N253 Management with Marketing (with Placement Year)
  - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)

- Year 1 of UIOA-EOS Undergraduate Overseas Exchange
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 2 of UIOA-EUS Undergraduate USA Exchange