

IB3L7-15 Global Issues in Marketing

23/24

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Marco Gregori

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

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.

[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

Hollensen, S. (2007). *Global marketing: A decision-oriented approach*. Pearson education

Steenkamp, J. B. (2017). *Global brand strategy: World-wise marketing in the age of branding*. Springer

Steenkamp, J. B. E., & De Jong, M. G. (2010). A global investigation into the constellation of consumer attitudes toward global and local products. *Journal of Marketing*, 74(6), 18-40

Datta, H., van Heerde, H. J., Dekimpe, M. G., & Steenkamp, J. B. E. (2022). Cross-national differences in market response: Linelength, price, and distribution elasticities in 14 Indo-Pacific rim economies. *Journal of Marketing Research*, 59(2), 251-270

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

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
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.

Assessment

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

Assessment group D2

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

- Online examination: No Answerbook required

Feedback on assessment

feedback is provided on my.wbs

[Past exam papers for IB3L7](#)

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB148-15 Principles of Marketing](#)
 - [IB2C5-15 Foundations of Marketing](#)
 - [IB2D6-15 Marketing in Practice](#)
 - [IB152-15 Foundations of Marketing](#)

Courses

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 3 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
 - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
 - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
 - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
 - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
 - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
 - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
 - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 2 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CA Economics, Psychology and Philosophy