

IB9FV-15 Marketing in an International Environment

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Yijie Jessie Wang

Credit value

15

Module duration

9 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module explores the complexities of marketing across borders, equipping students with frameworks to analyze cultural, economic, and regulatory differences. In addition, this hands-on module equips students to create complete international marketing strategies and adapt the marketing mix for companies expanding globally. Through real-world simulations and frameworks, students will learn to analyze foreign markets and build actionable entry plans.

[Module web page](#)

Module aims

The principal module aims are to:

Demonstrate a conceptual grounding of the core principles of marketing as needs to be applied by a manager in an international context

Provide a contextual understanding of the marketing environment faced by managers in an international context, and the practice of marketing appropriate to that environment

Analyse decision-making and managerial situations in the context of organisational objectives, and

determine the best marketing approaches and plans suitable for the situation

Develop critical marketing thinking based on a sound understanding of the underlying logic of marketing and its interaction with other management disciplines

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.

Key topics covered in the module will include:

The Marketing Concept, Environment, Analysis

Marketing Research, Market segmentation

International Marketing mix-Product

International Marketing mix-Price

International Marketing mix-Place

International Marketing mix-Promotion

International Marketing mix-Physical Evidence, Processes, People

Sustainability and ethics in international marketing

Learning outcomes

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

- Demonstrate a thorough knowledge of leading-edge research and topical issues in international marketing
- Demonstrate a broad knowledge and understanding of the interactions between external environmental factors, managerial thinking and acting in an international marketing environment.
- Demonstrate an understanding of the processes of international marketing strategy, management and marketing decision making
- Demonstrate a breadth and depth of analytical frameworks and be able to apply these to global marketing issues.
- Analyse and synthesise content of academic papers, market research and case study information to critically appraise key issues in international marketing and identify and evaluate potential solutions.
- Reflect critically upon the skills needed to succeed in the international marketing environment and approaches needed to rectify them.

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

The module will draw from foundational and recent research published in the areas of interest.

Interdisciplinary

While this is a module that focuses on Marketing issues and theories, the challenges of operating and delivering value in international contexts is at its core. As such, the module will tangentially connect and deal with issues relating to operations, human resource management, entrepreneurship, sales and finance.

International

The international nature of the module is at its core. Students will explore, discuss and develop marketing principles in various settings, in order to illustrate the challenges faced by marketers and organisations more widely.

Subject specific skills

Identify and analyse contrasting and competing factors influencing international marketing strategies and demonstrate an ability to handle complex, unstructured problems with no 'right answer'

Identify and analyse strategic issues confronting managers of the strategic marketing process, and justify strategic international marketing decisions.

Execute firm internationalisation decisions with a focus on appropriate analysis, implementation and managerial implications

Identify and analyse approaches to international markets, organisations and customers

Transferable skills

Develop written and verbal communication skills

Problem solving skills will be developed through analysis of marketing problems for the exam and presentation

Critical reflection and professional improvement.

Study

Study time

Type	Required
Online learning (scheduled sessions)	9 sessions of 1 hour (6%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

Private study description

Self-study to include preparation for assessment and pre-reading for lectures

Other activity description

9 x 2 hrs F2F workshops

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 D3

Assessment component	Weighting	Study time	Eligible for self-certification
Group presentation	20%	15 hours	No
Reassessment component			
Individual assignment			Yes (extension)
Assessment component			
Centrally-timetabled examination (On-campus)	80%	59 hours	No
<ul style="list-style-type: none">• Answerbook Pink (12 page)• Students may use a calculator			

Reassessment component is the same

Feedback on assessment

In-class group presentations of case analysis and marketing scenarios - 20%, and Examination (2 hours) - 80%

[Past exam papers for IB9FV](#)

Availability

Courses

Course availability information is based on the current academic year, so it may change.
This module is Core for:

- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)