

# American College Dublin

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## IB303 INTERNATIONAL MARKETING

<b>Credits:</b>	3 US credits / 6 ECTS credits
<b>Credit level:</b>	Stage two
<b>Prerequisites:</b>	IB203
<b>Mandatory:</b>	Yes
<b>Contact hours:</b>	40
<b>Academic Year:</b>	2016/17
<b>Semester:</b>	2
<b>Lecturer:</b>	Deepak Saxena

### MODULE DESCRIPTION

A study of marketing management activities from the perspective of firms doing business across national boundaries. Emphasis is placed on aspects of marketing which are unique to international business. Topics include global marketing, internationalisation initiation strategy, market selection, entry strategy, and marketing management strategy.

### INTENDED LEARNING OUTCOMES

At the end of this class, students will be able to examine and develop international marketing strategies for product and service firms seeking to operate beyond the boundaries of the domestic market. Specifically, the student will be able to:

1. Understand the international market environment the corporate objectives achieved by globalisation
2. Identify cultural, social and legal differences when entering a new market.
3. Apply and utilize the different elements of the marketing mix in different countries.
4. Evaluate the data and classify the differences between these countries.
5. Put together an international marketing plan
6. Analyze various international marketing case studies.

### TEACHING METHODS

Lectures, tutorials and group discussions based on the textbook, case studies, videos etc.

## LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1	Part 1	Lectures, readings, class exercises and discussions.	Class exercises, assignments,
2	Part 2	Lectures, class examples and discussions.	Class examples, assignments,
3	Part 3 and 4	Lectures, readings, class exercises and discussions.	Class exercises, assignments,
4	All Sections	Lectures, readings, class exercises, discussions and case studies.	Class exercises and participation.
5	All Sections	Lectures, speakers and class exercises.	Class exercises,
6	All Sections	Lectures, speakers, readings, class exercises and discussions and case studies	Class exercises, participation.

## COURSE OUTLINE

### Part -1 Introduction to Global Marketing (20%)

1. Global Marketing in the Firm
2. Initiation of Internationalisation
3. Internationalisation Theories
4. Development of Firm's International Competitiveness

### Part 2 - The Global Marketing Environment (20%)

5. The Political and Economic Environment
6. The Sociocultural Environment
7. The International Market Selection Process
8. The Choice of Entry Modes

### Part 3- Approaching Global Markets (30%)

9. Export Modes
10. Intermediate Entry Modes
11. Hierarchical Modes
12. International Sourcing Decisions

### Part 4 - The Global Marketing Mix (30%)

13. Global Product and Brand Decisions
14. Global Pricing Decision
15. Global Marketing Channels and Physical Distribution
16. Global Marketing Communications

## REQUIRED TEXT

*Global Marketing*, by Svend Hollensen 6<sup>th</sup>. Edition, Pearson Education (2014)

## SUPPLEMENTARY READING LIST

*Global Marketing*, 7<sup>th</sup> Edition, Keegan & Green, Pearson (2013)

*International Marketing*, 15<sup>th</sup> Edition, by Cateora, Gilly and Graham, McGraw Hill Irwin (2011)

## NEWSPAPERS, PUBLICATIONS & LIBRARY FACILITIES

Irish Independent	Sunday Business Post	Business Week
Irish Times	Wall Street Journal	Business & Finance
Financial Times	The Economist	Fortune Irish
Marketing Review		

## INTERNET WEBSITES

<a href="http://www.unesco.org/">http://www.unesco.org/</a>	<a href="http://www.europa.eu.int/">http://www.europa.eu.int/</a>
<a href="http://www.oecd.org">http://www.oecd.org</a>	<a href="http://www.worldbank.org/">http://www.worldbank.org/</a>
<a href="http://www.wto.org/">http://www.wto.org/</a>	<a href="http://www.imf.org/">http://www.imf.org/</a>
<a href="http://www.ireland.com/newspaper/">http://www.ireland.com/newspaper/</a>	<a href="http://www.cso.ie/">http://www.cso.ie/</a>
<a href="http://www.unison.ie/irishindependent/">http://www.unison.ie/irishindependent/</a>	<a href="http://www.guardian.co.uk/">http://www.guardian.co.uk/</a>
<a href="http://www.economist.com/">http://www.economist.com/</a>	<a href="http://www.esri.ie/">http://www.esri.ie/</a>

## ASSESSMENT/GRADING

**Quizzes:** There will be three quizzes though-out the course (one each after the completion of part 1, 2 and 3).

**Group Project:** Students will be divided into groups and will be given topics for the project. Assessment will be in the form of Project Report (60%) and presentation (40%).

**Final Exam:** The end of semester examination will be two hours long with students asked to answer 3 questions out of a total of 5. The exam will cover material from the whole course.

### Assessment will take the form of:

Quizzes	10%
Group	30%
Final Exam	60%
<b>Total</b>	<b>100%</b>

## **Grading**

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at:

[http://www.hetac.ie/docs/Assessment\\_and\\_Standards\\_2009.pdf](http://www.hetac.ie/docs/Assessment_and_Standards_2009.pdf) (page 23).

## **ATTENDANCE**

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see *Academic Policies and Procedures* in the ACD Catalogue and the QA Manual).

## **ACADEMIC DISCIPLINE**

Refer to the subsection on Academic Discipline in the current ACD Catalogue and the QA Manual.