

Module Specification

Module Summary Information

1	Module Title	International Marketing Planning
2	Module Credits	20
3	Module Level	6
4	Module Code	MKT6035

5	Module Overview
<p>The international marketer faces numerous challenges that require detailed understanding of global business environment, in order to make complex marketing decisions. This module will explore a range of international marketing topics that will enable students to appreciate the multifaceted nature of cross border marketing decisions and the important role of marketing strategies within international businesses. It will provide you with the opportunity to gain insight into the major differences between the role of the marketing manager in a domestic and international marketing decision making, appreciating the cultural diversity, shifts in market requirements and opportunities of newly emerging markets.</p> <p>It will look in detail at the international marketing planning process providing students with the knowledge and understanding required to devise a viable international marketing plan, which is a strategic activity for any international business.</p> <p>Delivery of the module will be via workshops where a variety of teaching and learning approaches will be used including lectures seminars and case studies. A key element of the learning, teaching and assessment strategy will be the use of real market data obtained for databases such as Passport and Mintel in line with the faculty and university strategic aims of applied, practice based learning.</p> <p>The Professional Practice route will be delivered differently via block taught sessions with the assessment work-based.</p>	

6	Indicative Content
<p>The module content will include:</p> <ul style="list-style-type: none"> • The International approach • The International marketing environment • Strategic market selection • International marketing research • Strategic market entry decisions • Managing the international marketing mix • Organisation of International marketing 	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Prepare solutions for international marketing problems through the application of knowledge and understanding of relevant theory and practices.

8	Module Assessment	
Learning Outcome		
		Coursework
1		X

9	Breakdown Learning and Teaching Activities	
Learning Activities		Hours**
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		48 (28)
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		24 (72)
Private Study (PS) includes preparation for exams		128 (100)
Total Study Hours:		200 (200)

****Professional Practice delivery shown in brackets ().**