

Module Specification

Module Summary Information

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| 1 | Module Title | International Business and Marketing |
| 2 | Module Credits | 20 |
| 3 | Module Level | 7 |
| 4 | Module Code | ENG7144 |

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| 5 | Module Overview |
| <p>This module provides particular focus on global strategic positioning, entry strategies and alliances, effective cross-cultural boundaries and management; developing and retaining an effective global management for products and services for globalisation. The module will reflect on current research, current events and global developments and include many company examples alongside international marketing theory, norms and practices for implementation.</p> | |

| 6 | Indicative Content | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <table border="1"> <thead> <tr> <th colspan="2">Lecture Topics</th> <th>Post-session Activity</th> </tr> </thead> <tbody> <tr> <td>Session 1: International Context</td> <td>Session 2: Marketing Concepts</td> <td></td> </tr> <tr> <td>Globalisation and Markets</td> <td>introduction to Module</td> <td>Reflect on Global Organisations/Products</td> </tr> <tr> <td>Global Economic and Financial Management</td> <td>Theory of the Firm, Internationalisation of the firm</td> <td>Discuss in groups the type of product/service for export</td> </tr> <tr> <td>Global Market Research</td> <td>Sources of Global research data/information</td> <td>Explore Databases</td> </tr> <tr> <td>International Segmentation, Positioning</td> <td>Resources and Capabilities of the organisation</td> <td>Explore factors for Segmentation</td> </tr> <tr> <td>International Marketing Strategies</td> <td>Analysis and conclusion of Market</td> <td>Select the most lucrative segment</td> </tr> <tr> <td>International Marketing Strategies</td> <td>4P's Introduction – Product, Price</td> <td>Apply the 4Ps</td> </tr> <tr> <td>International Product Development and Pricing</td> <td>4P's Continued – Place, Promotion</td> <td>Apply the 4Ps</td> </tr> <tr> <td>International Promotion and Distribution</td> <td>SCA & Organisational Change</td> <td>Apply the 4Ps</td> </tr> <tr> <td>Marketing in Emerging Markets</td> <td>Strategy Development</td> <td>Prepare Presentation</td> </tr> <tr> <td>Internet Marketing</td> <td>Motivation and Leadership</td> <td>Produce the Marketing Plan</td> </tr> </tbody> </table> | | Lecture Topics | | Post-session Activity | Session 1: International Context | Session 2: Marketing Concepts | | Globalisation and Markets | introduction to Module | Reflect on Global Organisations/Products | Global Economic and Financial Management | Theory of the Firm, Internationalisation of the firm | Discuss in groups the type of product/service for export | Global Market Research | Sources of Global research data/information | Explore Databases | International Segmentation, Positioning | Resources and Capabilities of the organisation | Explore factors for Segmentation | International Marketing Strategies | Analysis and conclusion of Market | Select the most lucrative segment | International Marketing Strategies | 4P's Introduction – Product, Price | Apply the 4Ps | International Product Development and Pricing | 4P's Continued – Place, Promotion | Apply the 4Ps | International Promotion and Distribution | SCA & Organisational Change | Apply the 4Ps | Marketing in Emerging Markets | Strategy Development | Prepare Presentation | Internet Marketing | Motivation and Leadership | Produce the Marketing Plan |
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| International Segmentation, Positioning | Resources and Capabilities of the organisation | Explore factors for Segmentation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Marketing in Emerging Markets | Strategy Development | Prepare Presentation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Internet Marketing | Motivation and Leadership | Produce the Marketing Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| 7 | Module Learning Outcomes | |
| | On successful completion of the module, students will be able to: | |
| | 1 | Evaluate the effects of changes in the business environment on an enterprise. |
| | 2 | Appraise the suitability of resources and capabilities of a business enterprise to achieve business objectives. |
| | 3 | Formulate a marketing-led business development plan. |
| | 4 | Present the findings of the market-led business development plan. |

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| 8 | Module Assessment | | |
| Learning Outcome | | | |
| | Coursework | Exam | In-Person |
| 1-3 | X | | |
| 4 | | | X |

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| 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 | 36 | |
| Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE | | |
| Private Study (PS) includes preparation for exams | 164 | |
| Total Study Hours: | 200 | |