

International Summer School 2010
International Marketing

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Course overview

The ultimate aim of any marketer and the marketing discipline is to satisfy customers' needs and wants. Customers worldwide share many common features; however, when exposed to identical market stimuli (such as advertising and branding efforts) they display unique responses depending on the macro and micro context of their own lives. In an age of globalization and the internet, marketing's role, and the thinking behind it, has shifted from the domestic, to international, to global, and now 'glocal' (think global, act local). This course will develop the knowledge and skills of marketing needed to manage successfully in any organisation that has intercultural contacts. This is not limited to global organisations, but includes organisations that deal with staff or other stakeholders with diverse national cultures.

Learning outcomes

Successful Students will be able to:

1. Introduce the role of marketing in organisations and to provide a strong foundation and knowledge of the marketing function in international contexts
2. Demonstrate an understanding of how organisations might use the marketing discipline to gain competitive advantage in international markets
3. Show their ability to undertake analysis of marketing in international contexts
4. Demonstrate the ability to identify and evaluate international marketing policies, practices and strategies of an organisation

Indicative reading list

Essential reading

Keegan, W.J., *Global Marketing Management*, 7th ed. (2002), New Jersey, Prentice Hall.

Additional reading

Muhlbacher, H., *International Marketing: A Global Perspective*, 3rd ed. (2006), London: Thomson Business Press

Bradley, F., *International marketing strategy*, 5th ed. (2005) London: Prentice Hall.

Mooij, M. K., *Global marketing and advertising: understanding cultural paradoxes*, 3rd ed (2009) Thousand Oaks, California: Sage.

Cateora, P. and J. Graham (2007), *International Marketing*, London: McGraw Hill.

Journals and Magazines

The Journal of Marketing

International Journal of Research in Marketing

The European Journal of Marketing

Harvard Business Review

International Marketing review

International Journal of Advertising

Journal of Marketing Management

The University Of Sussex International Summer School

Teaching and learning strategies:

The theories, models and concepts of the subject area will be introduced, and students will be required to apply these in order to consolidate learning. A combination of lectures, individual or small group work, case studies and plenary discussions will be used. Students will be encouraged to undertake comparative analyses in order to broaden their perspectives.

Assessment

The module will be assessed by the following means:

Group oral presentation on market entry case study (20 minutes maximum): 40% (presentation in week 4, first class)

Group project on market entry case study (5000 words): 60% (submitted week 4, 2nd class)

3-4 students will form a group to develop a market entry project for a product/service in a market of their own choice on the issue of entry strategy. The purpose of this project is to simulate the decisions one might be asked to make in a multinational or global corporation. It is intended to give first-hand experience in identifying market opportunities and developing market entry strategies. The group should work as if they represent an SME or a large multinational company planning to expand operations to a new country. The group will select a specific product/service (existing in their home market) and develop a market entry strategy for that product/service in another market.

The assessment consists of group oral presentation (40% of the total marks) supported by a project consisting of 5000 words (60% of the total marks) using a range of written materials prepared by the group, based around a case study featuring the dynamics of international market entry strategy. The oral presentation will be of maximum 20 minutes. Each student will be provided with 'group member evaluation form' after the presentation as well as group project submission and will be asked to rate all other members of the group. The feedback provided by each student will also reflect in the final result.

Week	Class	Class Topic
1	1	The scope and challenges of International marketing Video documentary: Globalisation is Good
1	2	Culture and its impact on international marketing Video Documentary: The Road to 9/11
2	1	PESTL environment Discussion on impact of PESTL environmental
2	2	Market selection and Entry strategies Case study: Vietnam: Market Entry Decisions
3	1	International marketing mix management I: Product and promotion management Exercise on communication
3	2	International marketing mix management II: Price and logistics
4	1	Project presentations on the selected market entry Student presentations
4	2	Comprehensive case study: The not so wonderful world of EuroDisney Hand in deadline - the market entry case study project