International Summer School 2017

Module Outline for MN313
International Marketing
Lecturer: Geraldine Lavin
Date: July 2017
Module Details

Welcome to your International Marketing Module!

This module aims to help you to gain insight into international marketing and the challenges managers face in marketing their products and services in a global context.

Lecturer: Ms. Geraldine Lavin, BComm, MBS, CMC, FICMCI

Contact: School of Business
Maynooth University
Maynooth
Co. Kildare
Ireland

Email: geraldinelavin@nuim.ie

Contact time: following lectures and in the afternoon tutorials

Credit weighting: 5 ECTS

Semester: Summer 2017

Timetable:

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<tr>
<th>Week</th>
<th>Dates</th>
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<tr>
<td>Week 1</td>
<td>Wednesday, 5th July and Friday, 7th July</td>
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<tr>
<td>Week 2</td>
<td>Monday, 10th July and Wednesday, 12th July</td>
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<tr>
<td>Week 3</td>
<td>Monday, 17th July and Wednesday, 19th July</td>
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<td>Week 4</td>
<td>Monday, 24th July and Wednesday, 26th July</td>
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Module overview:

This course focuses on marketing management in global organisations through the international dimension. Over the eight central themes students will consider both tactical and strategic issues in marketing, as experienced by multinational companies (MNCs) and small and medium sized businesses (SMEs). Central themes are: the nature of international marketing strategy; international environment(s); market analysis and selection; market entry and ownership strategies; international market segmentation; international product management; international pricing; and global communication strategies.
**Learning outcomes:** At the end of this module, participants should be able to:

1. Develop a clear understanding of the nature and complexity of international marketing strategy
2. Identify opportunities and challenges associated with the expansion into a new geographical market
3. Formulate local and global strategies for product development and promotion
4. Develop cross-cultural skills and apply them to build a localised communication mix for each distinct segment of an international market

**Assessment:** Assessment will be multi-dimensional as follows. Details of each project will be distributed on Day 1 of the module.

1. **Group Project** 40%
2. **Individual Project** 40%
3. **Multiple Choice Question (MCQ) Examination** 20%

**Pass standard:** 40%. In addition, attendance at all classes and tutorials is obligatory.

**Lecturer**

Geraldine Lavin is founding director of 3rd i and a lecturer, business consultant and trainer with over 22 years’ experience providing business development, innovation and marketing programs to a wide range of sectors. Through combining a career in 3rd level and working with business support organisations such as the DCU Ryan Academy and the Small Firms Association (SFA), she merges research-led critical thinking and academic rigor with a relentless focus on practical application. The main focus of Geraldine’s work to date has been on business development and training, where she has worked with a range of not-for-profit, public, private and voluntary organisations. She has also lectured and completed research projects in a number of third level institutions, including UCD, DCU, Maynooth University, the Institute of Banking, APMI (Hong Kong and Singapore) and CESUGA (Spain), primarily in the areas of marketing, business and management development. She holds a Bachelor of Commerce and a Masters in Business Studies from UCD and is a Certified Management Consultant.
Communication with your lecturer

Direct Communication

The format of the course, particularly the afternoon tutorial sessions, will allow ample time for questions and discussion on the course content. If you find that this is not sufficient or if there is an item that you would prefer to discuss on a one-to-one basis then the lecturer will be available immediately after each morning and afternoon session to answer any queries from students.

Alternatively, you may contact the lecturer via email at geraldinelavin@nuim.ie, putting “MN313 Summer School” at the start of the subject line. As we have a short amount of time together and as it is not always possible to respond to emails in a timely fashion, please use the contact time in the tutorials and after class where possible.

Moodle

Moodle is Maynooth University's online learning environment. All students are given access to Moodle. All content and material connected with your course will be available for viewing or for download on Moodle over the course of the Summer School. Class presentations, case studies, some readings etc, will be made available on Moodle.

Teaching Arrangements & Methods

Delivery and learning

This course is delivered through a mix of direct lecture hours, case study discussions, field trips, group work and individual work carried out during class hours. This will need to be supported by additional time spent in independent study, reading and research. While lectures and class work is an important part of the learning experience it is only a part and students are expected to supplement this through active participation in class and by independent study.

Student participation

Students are expected to participate in all sessions through questioning and discussion in order to facilitate the formation of their critical judgment and thinking skills. Dissenting views are to be encouraged and explored.

Prior Preparation

The responsibility for learning for this course is on the student. The lectures and tutorials are designed to provide the ideal learning
environment, but to get the best out of the lectures, preparation must be done by the student.

You are expected to read materials in advance of lectures where advised. If you don’t read in advance you are likely to be at a disadvantage in class discussions. From time to time additional reading will be recommended on specific topics. Participants are strongly encouraged to read outside the essential and recommended material. Presentations related to the module will be made available on Moodle.

Lecture notes are not published material, and should not be the sole resource to be used for revision purposes or for preparing continuous assessments. Lecture notes, particularly slides, should be considered part of each lecture, they are offered to assist note taking by participants, but should never be considered a substitute for taking notes. When notes are offered in advance of a lecture certain slides may be incomplete or left blank. It is up to learners to complete these notes.

**Reading**

**Core Text**

**Supplementary Readings**
- Fahy, J. & Jobber, D. (2012): Foundations of Marketing, 4th Ed. (this textbook is particularly useful if you are new to the topic of Marketing)

All textbooks are available in the library. Note that previous editions of the textbooks and other textbooks on International Marketing, Marketing and International Marketing will prove helpful to your studies.

Additional academic readings may also be assigned to topics during the course – all readings assigned will be noted as required or recommended

**Recommended Publications**
You can keep up-to-date with management developments by reading leading publications on business and world affairs. Examples of these publications are:
- The Economist
- The Wall Street Journal
- Business sections in all leading newspapers, blogs etc.
Recommended Academic Journals

- International Marketing Journal
- Harvard Business Review
- Management International Review
- International Small Business Journal
- European Journal of Marketing
- Journal of Marketing
- Journal of Global Marketing
- International Marketing Review
- Journal of International Business Studies
- Management International Review

These and many other resources can be accessed at Maynooth University’s library: http://www.nuim.ie/library/. For more details please refer to the library online resources.

Field Trips

Field trips are an essential part of the module and will enhance each student’s understanding of the topics. Trips are organised to businesses who are tackling a range of international marketing challenges.

Module Topics

The outline of topics is overleaf. This outline may change based on student requirements, field trip arrangements and venue availability. Students will be informed in advance of any changes and will receive details during the module regarding field trips. In addition, not all topics will necessarily be covered in equal depth.

Classes on the daily module topic are held each morning (with other arrangements for days with field trips) to cover the learning outcomes of the topic in detail. Tutorials will be held in the afternoon. Tutorials will consist of a combination of discussion and debate on the morning topics, work on case studies, work on group and individual work, etc. Tutorials are flexible in terms of content and may change depending on student’s requirements and preferences.
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<td><strong>An Introduction to International Marketing</strong></td>
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<tr>
<td>Core Reading: Chapter 1 of the core text</td>
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<td><strong>Market Selection</strong></td>
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<td>Core Reading: Chapters 6 of the core text</td>
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<td><strong>Market Entry Decisions</strong></td>
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<td>Core Reading: Chapters 10 and 11 of the core text</td>
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<td><strong>The Impact of Culture on International Marketing</strong></td>
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<td>Core Reading: Chapter 4 of the core text</td>
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<td><strong>International Marketing Strategy: Product</strong></td>
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<td>Core Reading: Chapters 12 &amp; 15 of the core text</td>
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<td><strong>International Marketing Strategy: Pricing</strong></td>
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<td>Core Reading: Chapter 18 of core text</td>
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<td><strong>International Marketing Strategy: Distribution</strong></td>
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<td>Core Reading: Chapter 17 of core text</td>
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<tr>
<td><strong>International Marketing Strategy: Communication</strong></td>
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<td>Core Reading: Chapters 19 &amp; 20 of core text</td>
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<td><strong>Presentations of Group projects</strong></td>
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<td><strong>MCQ Test</strong></td>
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<td><strong>Emerging Trends in International Marketing</strong></td>
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<td>Core Reading: Chapter 5 of core text</td>
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