



UNIT OUTLINE

International Marketing

UNIT CODE & TITLE	JM705 International Marketing
AUTHOR	Sam Henson
SCHOOL	School of Business
COURSE	Bachelor of Management
PREREQUISITE(S)	JM501 Introduction to Marketing
COREQUISITE(S)	Nil
DURATION	One semester
CREDIT POINTS	15

OBJECTIVES

Knowledge

- Describe the international marketing environment.
- List the factors that differentiate international marketing strategic from domestic marketing management and strategies.
- Describe the various methods of entering the international market.

Skills

- Be able to identify, analyse and provide solutions to problems encountered in international marketing operations.
- Analyse international marketing opportunities.
- Develop an international marketing mix.
- Strategically evaluate international marketing strategies.
- Develop an analytical framework to enable the implementation of international marketing strategies.

Attitudes

- Appreciate the importance of marketing in the overall structure and function of organisations operating internationally.
- Appreciate the need for sensitivity to cultural diversity in international markets.
- Value the benefits of international marketing strategies for the growth and development of domestic organisations.

CONTENT

- Topics and sub-topics include:
- The necessity for global approaches to marketing.
- Environmental and cultural approaches to international marketing.
- A comparison of the various approaches to international marketing management.
- Competitive challenges and opportunities facing today's international marketer.
- The importance of recognising cultural differences in the development of a global orientation.
- The growth and development of trading blocs, regional market groups and strategic international alliances.
- International and global marketing management tasks and decisions.
- Implementing the strategic international marketing programme including managing international distribution, selling and negotiating in international markets, managing international marketing operations.

LEARNING TASKS AND ASSESSMENT

Learning Task	Graded (Assessment Tasks)	Weighting
	On Campus	
Group Assignment	Yes	25%
Individual Assignment	Yes	25%
Tutorial Participation	Yes	10%
Examination	Yes	40%

METHODOLOGY

The unit will involve lectures, interactive tutorials including case study presentations together with a significant block of private study.

REFERENCES

- Bradley, F. (1995). *International marketing strategy*. (2nd Ed.), Hemel Hempstead: Prentice Hall
- Cooke, I.M. (1991). *Overseas marketing from Australia*. Brisbane: The Australian Institute of Export
- Ferraro, G.P. (1990). *The cultural dimension of international business*. Engelwood Cliffs, NJ: Prentice Hall,
- Jean net, J.P. and Hennessey, H.D. (1995). *Global marketing strategies*. (3rd Ed.) Boston: Houghton Mifflin.
- Meloan, T. W. and Graham, J. L. (1995), *International and global marketing: Concepts and cases*. Chicago: Irwin.
- Phillips, C. et al. (1994). *International marketing strategy: Analysis, development and implementation.*, London: Routledge
- Usunier, Jean-Claude, (1993). *International marketing: A cultural approach*. He Mel Hempstead: Prentice Hall.