



Undergraduate programmes

Syllabus

International Marketing 3

Module Code: IM301
Credits: 20
IMM GSM: Year Level: 3
NQF Level: 7
Nature: Core
Status: Undergraduate

Module Specific Outcome/s

Understand the planning of market strategies for international markets.
 Understand the impact of different cultures on foreign market research.
 Understand the differences in globally marketing consumer and industrial products and services.
 Develop and implement an international marketing plan and understand the related product strategies and distribution processes.
 Discuss international advertising, sales and pricing strategies.

Description of Units

Unit	Description	Learning Outcomes
1	Fundamentals of global marketing	Understand the broad picture of the international environment in which business operates. Illustrate the scope of the international marketing task with regards to both the domestic environment and the foreign environment.
2	The environment of international trade	Discuss the importance of the balance of payments to a country's economy. Explore the effects and impact of protectionism on world trade. Analyse the effects of the cultural environment on international trade. Discuss the importance of the political and legal environment on global marketing.
3	Researching global markets	Discuss the breadth and scope of international marketing research and the detail the steps of the research process. Describe the purpose of the marketing research report. Understand the main elements and the appropriate format of a marketing research report. Compile and present a research report for a given context.
4	Emerging markets and market behaviour	Understand the importance of political and economic changes affecting global marketing. Illustrate the connection between the economic level of a country and the opportunities created as economic growth occurs.
5	Global marketing management: planning and organisation.	Understand the increasing importance of international strategic alliances. Demonstrate the need for planning to achieve company goals and explain the four stages in the international planning process. Explain the different market-entry strategies available to a company and identify the important facts for each strategy. Discuss the benefits of global orientation.
6	Product and service strategy	Understand the importance of offering products suitable for the intended market. Explain the relationship between product acceptance and the market into which it is introduced. Define quality and understand its importance. Discuss the country of origin effect on the perception of products and services. Explore the relationship between a country's stage of economic development and the demand for industrial goods. Understand the importance of derived demand in industrial markets. Understand the growing importance of technology and quality in successful product development.
7	Global distribution and marketing channels	Discuss the various distribution channel structures and show how they impact marketing costs and efficiencies. Discuss how distribution patterns affect the various aspects of international marketing. Discuss the growing importance of e-commerce as a distribution alternative. Explain the importance of middlemen to a product's success and the importance of selecting and maintaining middlemen.
8	Integrated marketing communications	Explain the local market characteristics that can affect the advertising and promotion of products.

		Design a promotional campaign, selecting from all available options, to suit the development of a product or service in a particular market.
9	Personal selling and sales management	Discuss the role of personal selling in international marketing. Discuss considerations required when designing an international sales force. Implement the special training needs of international personnel. Understand how to motivate international sales representatives.
10	Pricing strategy	Analyse pricing policies as they are affected by the differences in international marketing and especially parallel imports. Analyse and use the components of pricing as competitive tools in international marketing. Understand the pricing pitfalls directly related to international marketing. Apply the mechanics of price quotations.
11	Implementing global marketing strategies	Understand how cultural stereotyping can be dangerous in implementing marketing strategy. Develop a comprehensive knowledge/understanding of the kinds of problems usually encountered during international business negotiations. Discuss the important considerations in selecting a negotiation team. Understand and explain the business negotiation process. Develop an international marketing plan for a product or service.