

International and Africa Marketing 3

Module Code: IAM301
Credits: 20
IMM GSM: Year Level: 3
NQF Level: 7
Nature: Core
Status: Undergraduate

Module Specific Outcomes

Gain an understanding of the specific challenges facing marketers in sub-Saharan Africa including historical, political, cultural, language and religious diversities

To be able to conduct a thorough country specific environmental, organisational and industry analysis utilising appropriate marketing models and frameworks

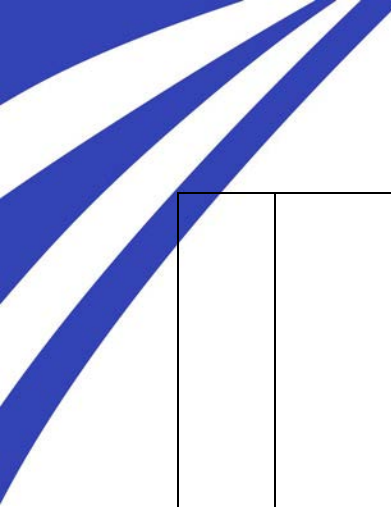
Discuss and apply the most appropriate marketing concepts and strategies available for the marketing mix elements of product planning, pricing, communication and distribution

Design and implement a marketing planning system for each of the following African countries:

1. Botswana
2. DRC
3. Ghana
4. Kenya
5. Mozambique
6. Namibia
7. Nigeria
8. Tanzania
9. Uganda
10. Zambia
11. Zimbabwe

Description of Units

Unit/s	Description	Learning Outcomes
1	Strategic market analysis – understanding Africa	<p>After studying this unit a student will be able to:</p> <p>Detail the unique challenges facing marketers on the African continent</p> <p>Understand the role the African continent plays in the world economy</p>
	<ul style="list-style-type: none"> • Botswana • DRC • Ghana • Kenya • Mozambique • Namibia • Nigeria • Tanzania • Uganda • Zambia • Zimbabwe 	<p>After studying the next 11 units a student will be able to conduct a thorough analysis and design and implement a marketing planning system for each of the selected African countries.</p> <p>This will include:</p> <p>Describing the characteristics and different dimensions of the macro marketing environment using the PESTLe (Political, Economic, Social/cultural, Technology, Legal) plus H (History) approach and explain the effect each dimension may have on marketing strategies</p> <p>Understanding the government's role and level of influence in the economy</p> <p>Understanding and applying 'African' appropriate market segmentation variables</p> <p>Understanding and forecasting economic trends</p> <p>Understanding the impact of topography and infrastructure on the marketing mix</p>



		<p>Using Porter's Five Forces model to understand the nature of competition in a chosen industry</p> <p>Identifying key societies, agencies, organisations and multinationals which impact the marketing process in each country</p> <p>Understanding the level of marketing sophistication and types of media available in each country and identify opportunities for growth</p> <p>Describing the country's financial and banking system</p> <p>Identifying and applying appropriate marketing concepts and strategies for each country</p>
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