

Module code: MOD005485	Version: 1 Date Amended: 22/Jun/2016
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1. Module Title
International Marketing, Innovation and E-Commerce

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
7	Standard (fine graded)

4a. Credits	4b. Study Hours
15	150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	MBA (International)		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
<p>The Module has three main strands. These strands form the basis for the critical investigation of new marketing strategies designed to return organisational performance to levels that make businesses economically and commercially viable in the future.</p> <p>International Marketing develops a critical awareness of changing international markets, the key management aspects of global marketing strategy in the context of an intensively competitive and changing market, together with cultural and cross-cultural marketing activities.</p> <p>The changing pace of internationalisation, increased cross-border mobility and e-commerce trading markets has become more complex and competitive. Given these developments, participants will have the opportunity to place their own organisations under the microscope with a view to establishing new forms of competitive advantage in their own markets.</p> <p>Content includes overseas market identification, market research; entry and strategic positioning are examined, in addition to socio-cultural, trading and currency considerations for marketing management.</p> <p>Innovation explores competitive advantage through innovation. Participants will examine tools and techniques for product and service design and development. The Module uses contemporary case studies, projects and speakers.</p> <p>E-Commerce examines the range of different business models being implemented through the internet. The transition to e-business continues to grow, supported by advanced levels of marketing communications. Synchronous online feedback from consumers and customers can influence corporate reputation and organisation profitability, as well as targeted distribution services.</p> <p>Participants will be able to evaluate their own marketing strategy within their own work context. In addition, three of the main drivers to sustainable long term business concern:</p> <p>An appreciation of success metrics (or measures) for long term growth and development,</p> <p>Companies are increasingly concerned about the impact of social, environmental and employment preservation across cultures, and</p> <p>Pollution, resource depletion and population growth impact on key industries such as oil, chemicals and transport.</p>

6b. Outline Content

The nature of international marketing, marketing planning and control, market positioning and marketing research

Cross-cultural relationship marketing, segmentation, targeting and positioning, branding

Marketing strategy and implementation,

Sustainable growth and development, renewable sources of energy within economically viable markets,

Resource implications for global marketing, including internet-based market extension and diversification

Innovation, creativity and design for product and service development,

Leadership styles and innovation management,

Strategic moves away from solvent-based product design and use to water-based and renewable energy and raw material sources
(Industry-led drivers to change),

E-commerce and innovation,

Digital business development

Society marketing, including social responsibility, charity and not-for-profit marketing,

Customer relationship management through e-commerce,

Social media, risks and regulation as part of the marketing communications mix,

Participant-led integration of the three Module strands

6c. Key Texts/Literature

Key Module Text:

Doole, I., Lowe, R. and Kenyon, A. (2016). International Marketing Strategy. (7th Ed.). CENGAGE Learning.

Other Module Texts and Sources

Module Strand One

Aaker, D.A., 2011. Strategic market management. 9 edn. Hoboken, N.J.: John Wiley.

Guirdham, M., 2005. Communicating Across Cultures at Work. 2nd ed. New York; Basingstoke: Palgrave Macmillan.

Trompenaars, F., 1993. Riding the waves of culture: understanding cultural diversity in business. London Brealey.

Doole, I. and Lowe, R., 2008. International marketing strategy: analysis, development and implementation. 5 / Isobel Doole, Robin Lowe ed. London: South-Western Cengage Learning.

Module Strand Two

Johnson, G., Schöles, K. and Whittington, R., 2009. Fundamentals of strategy [electronic resource]. Harlow: Financial Times Prentice Hall.

Kapferer, J.N., 2008. The New Strategic Brand Management [electronic resource]: Creating and Sustaining Brand Equity Long Term. London: Kogan Page.

Module Strand Three

Chaffey, D. (2009) Internet marketing: strategy, implementation and practice. Harlow: Financial Times Prentice Hall.

Chaffey, D., 1963-, 2011. E-business & e-commerce management: strategy, implementation and practice. Harlow: Financial Times Prentice Hall.

Gay, R., 2007. Online Marketing: A Customer-Led Approach. Oxford: University Press.

(See Module Guide for full list of texts, research papers and web sources).

General Journals

Creativity and Innovation Management

Culture and Organisation

International Journal of Marketing Management

Harvard Business Review

Mintel Group Ltd

European Journal of Marketing

Journal of Marketing Management

International Journal of Research in Marketing

Management and Marketing

Journal of Services Marketing

Websites

<http://www.cim.co.uk/> (Chartered Institute of Marketing)

https://www.asa.org.uk/?gclid=CNW_qoeDgcsCFQfnwgodEOUBfw (Advertising)

<http://www.dma.org.uk/> (Direct Marketing Association)

<https://www.gov.uk/government/organisations/competition-and-markets-authority> (Government consumer competition authority)

<http://cfsd.org.uk/smart-know-net/smart-know-net.pdf> (Leading authority on Sustainability)

<http://www.marketing-schools.org/types-of-marketing/international-marketing.html> (International Marketing insights and articles)

Last Updated:

6d. Specialist Learning Resources

The VLE provides a selection of case studies covering the three module strands, including self-assessment exercises and group discussion topics.

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Critically evaluate the international marketing planning process.
2	Knowledge and Understanding	Understand the role and function of innovation within an organisation, and how this process is led and managed.
3	Knowledge and Understanding	Understand the main marketing and economic concepts and principles relevant to electronic commerce.
4	Intellectual, practical, affective and transferrable skills	Critically compare and contrast contemporary international marketing strategy, plans and planning tools, including innovation and E-commerce implications, with regard to economic, social and environmental responsibility.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	6	1-4	Extended block e-tivities and e-learning
Other teacher managed learning	18	1-4	Materials via face-to-face, online and work-based activities
Student managed learning	126	1-4	Private Study, combined with reading, research, preparation, writing and engagement with online learning materials
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1	20 (%)	Fine Grade	30 (%)
Details:	GROUP PRESENTATION (15 MINS WITH 5 MINS Q AND A)				
Group Presentation; 15 minutes group presentation, followed by 5 minutes Q and A as a formative assessment at the conclusion of face-to-face teaching.					
011	Coursework	1-4	80 (%)	Fine Grade	30 (%)
Details:	REPORT (3000 WORDS)				
Written Report: 3,000 words individual final assessment submitted via Turnitin.					

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment of as specified above**
- (b) pass any pass/fail elements**