

International and Business to Business Marketing

Second year module

Lecturer: [David Walker \(/staff/profiles/business/walker-david.aspx\)](/staff/profiles/business/walker-david.aspx) | [Eric Shiu \(/staff/profiles/business/shiu-eric.aspx\)](/staff/profiles/business/shiu-eric.aspx)

International Consumer Marketing; Scope and Challenge of International Marketing; The International Environment; The Impact of Culture on International Marketing; Assessing International Marketing Opportunities; Developing International Marketing Strategies; International Distribution Systems; International Advertising and Promotional Efforts; Pricing for International Markets; Organising International Marketing.

Learning Outcomes

By the end of the module the student should be able to: understand the concepts and theories in international marketing for consumer and business products and services; apply these concepts and theories in the analysis of case examples; apply these concepts and theories for developing a marketing strategy of a company of their choice.

Assessment

(assessed jointly with 07 13453) 3 hour written examination (70%), group project (15%), individual project (15%).