

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



International Marketing Research

Export Markets:

- The Nature of Export Markets
- How Many Markets to Choose?

What Influences Market Selection?:

- Market Potential
- The Degree of Adaptation Required
- Accessibility of Markets
- Dangers of Fragmentation of Effects

Making the Selection Decision:

- Collecting Information & Seeking Advice
- Visiting Markets
- A Strategy for International Marketing

Why is Market Research Needed?:

- Market & Investment Planning
- Development of Products to Fit Different Markets
- Choosing the Appropriate Marketing Mix
- Forecasting

Sources of Information:

- Internal Records
- External Desk Research
- field research

Methods of Collecting Information:

- Desk Research
- interviews
- Observations
- Test marketing
- Questions & Questionnaires
- Sampling Techniques

The Market Research Brief:

- Using In-House Staff
- Using a Market Research Agency
- Preparing the Brief

Questions & Questionnaires:

- The Objectives of the Survey
- The Target Respondent
- Types of Questions
- Forms of Questions
- Pre-Coding Questions
- Editing of Answers

The Export Marketing Plan:

- Setting the Objectives
- Resources Required to Meet Objectives
- Sales & Profit Targets to Meet Objectives

Monitoring & Control of the Plan:

- Periodic Checks on Performance
- Against Targets

Numerical & Statistical Analysis:

- Presentation of Data by Graph, Chart & Diagram
- Analysis of National World Markets
- Calculating Market Share
- Comparative Performance

Budgets:

- Sales Budgets
- Market Research Budget
- Other Types of Budgets

Some Other Numerical & Statistical Aspects:

- Use of Averages

Reading List

Main Text:

- Principles of International Marketing Research - L W J Groves (Blackwell Publishers)