

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



INTERNATIONAL MARKETING

## **Introduction to International Marketing**

- The Strategic Importance of International Marketing
- The International Marketing Environment
- Differences Between International and Domestic Marketing
- International Marketing Strategies

## **The International Trading Environment**

- World Trading Patterns
- Reasons Countries Trade
- Barriers to World Trade
- The Development of World Institutions to Foster International Trade
- The Development of World Trading Groups
- The European Union
- The Free Trade Area of the Americas (FTAA)
- The Asian Pacific Trading Region
- The Chinese Economic Area

## **Social and Cultural Considerations in International Marketing**

- Social and Cultural Factors
- What is Culture?
- Culture and Consumer Behaviour
- Analysing Cultures and the Implications for Customer Behaviour
- Cross-cultural Analysis
- Social and Cultural Influences in Business-to-Business Marketing

## **International Marketing Research and Opportunity Analysis**

- The Role of Marketing Research and Opportunity Analysis
- The Role of International Marketing Research
- Opportunity Identification and Analysis
- International Marketing Segmentation
- Transnational Segmentation
- Problems of Using Secondary Data
- Primary Research in International Markets
- Research Design
- Survey Methods

## **International Niche Marketing Strategies for Small and Medium- sized Enterprises (SMEs)**

- The SME Ssector and its Role Within the Global Economy
- The Nature of International Marketing in SMEs
- The Nature of International Development
- International Strategic Marketing Management in SMEs
- Ansoff Matrix MC Kinsey Framework
- Factors Affecting Choice of International Marketing Strategy
- Management Style and International Fast Growth
- The Future of SME Internationalisation

## **Global Strategies**

- Alternative Views of Globalisation
- Alternative Strategic Responses
- Multi-domestic Strategies
- International Marketing Management for Global Firms
- Organisational Structure for Transnational Firms

**Market Entry Strategies**

- The Alternative Market Entry Methods
- Indirect Exporting
- Domestic Purchasing
- Export Houses
- Piggybacking
- Trading Companies
- Direct Exporting
- Agents
- Management Contracts
- Foreign Manufacturing Strategies without Direct Investment
- Contract Manufacture.
- Licensing
- Foreign Manufacturing Strategies with Direct Investments
- Cooperative Strategies
- Joint Ventures & Strategic Alliances

**International Product and Service Management**

- Products, Services and Service Marketing
- The Components of the International Product Offer
- Factors Affecting International Product Management
- Standardisation
- Adaptation
- Product Policy
- Product Strategies
- Managing Products across Borders
- Product Life Cycle
- Product Portfolio Analysis
- Image, Branding and Positioning
- New Product Development

**International Communications**

- The Role of Marketing Communications
- The Fundamental Challenges for International Marketing Communications
- International Marketing Communications Strategy
- The Marketing Communications Tools
- Person Selling
- Exhibitions and Trade Fairs
- Advertising
- Sales Promotions
- Sponsorships
- Public Relations

**The Management of International Distribution and Logistics**

- The Challenges in Managing an International Distribution Strategy
- Selecting Foreign Country Market Intermediaries
- Building Relationships in Foreign Market Channels
- Trends in Retailing in International Markets
- Internet Relating
- Globalisation of Retailing
- The Management of the Physical Distribution of Goods
- Use of Intermediaries
- Transportation

## **Pricing for International Markets**

- Domestic vs International Pricing Decisions
- The Factors Affecting International Pricing Decisions
- Developing Pricing Strategies
- Problems of Pricing and Financing International Transactions
- Problems in Multi-national Pricing
- Problems in Managing Foreign Currency Transactions
- Problems in Minimising the Risk of Non-payment in High Risk Countries
- Administrative Problems Resulting from the Cross Border Transfer of Goods

## **International Marketing Implementation Through Enabling Technologies**

- The Enabling Technologies
- The Internet Websites
- E-markets and E-marketing
- International Marketing Solution Integration
- The Impact on International Marketing Strategy
- Moving to a Customer-led Strategy

## **Reading List**

### **Main Text:**

- International Marketing Strategy - Analysis, Development and Implementation (4th edition) – I. Doole and R. Lowe (Thompson)

### **Alternative Texts and Further Reading:**

- International Marketing – S. J. Paliwoda and M. J. Thomas (Butterworth Heinemann)