INTERACTIVE INTERNATIONAL MARKETING STRATEGY
Bachelor course (ECTS: 6)

Lectured by:
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Aims of the course:
At the end of the course, students will:
- be knowledgeable about the academic theory, applied analytical frameworks and concepts of international strategic marketing;
- be skilled in the application of such theory to a unique and real case;
- have practised combining analyses with research to develop a consistent strategy;
- have experienced working together in an international team to achieve an ambitious objective.

Course syllabus:

Session 1: Identifying a Product & a Target Market
Taught Theory:
- 7Ps model of classic marketing

Students are organised into small teams of different nationalities, as far as possible. The teams identify a product or service popular and/or available in one team member's home country and not in another team member's home country (on which they will work throughout the course).

Session 2: International Environmental Analysis
Taught Theory:
- global post-modern marketing environment and retro-marketing approach
- Porter's National Diamond
- Yip's Globalisation Drivers
- Development of strategic suitability

Teams will then work independently with support from the tutor to analyse their target international environments using the taught models and to establish their basis of strategic suitability. Teams will present to the plenary at the end of the day to receive formative feedback on their work from fellow students and the tutor.
Session 3: Scenario Planning  
Taught Theory:  
The tutor will demonstrate a systematic approach to scenario planning based on the environmental analysis completed the previous day.  

Student teams will then generate possible international scenarios to inform their marketing strategy and feed it into their planning.

Session 4: International Cultural Comparative Analysis - Targetting, Segmentation & Positioning  
Taught Theory:  
- various theories of cultural comparative analysis and how they are used in international marketing  
- modern approaches to international targeting, segmentation and positioning  
- developing and using explicit and tacit knowledge to identify unarticulated consumer demand  

Teams will work to develop their TSP based on appropriate cultural analysis and devise methods of developing explicit and tacit market knowledge.  
The session will end with short presentations of the work-in-progress to provide teams with formative feedback from fellow students and tutor alike.

Session 5: Sustainable Competitive Advantage across Markets  
Taught Theory:  
- creating sustainable competitive advantage across markets  
- value-based marketing  

Teams will work together to determine how to create a clear, defendable and sustainable competitive advantage for their chosen products/services and to create value for their companies. Short presentations will provide an opportunity to practise defending and justifying marketing decisions and to receive formative feedback on work so far.

Session 6: Building Brand Architecture  
Taught Theory:  
- brand architecture  

Teams will work on developing a framework and generating the design elements. Informal presentations of the draft architecture will be made to the class, who should be able to identify the (secret) brand values.

Session 7: International Pricing Strategies & Issues  
Taught Theory:  
- international pricing strategy & related issues  

Teams will work to develop their own pricing strategy.
Session 8: International Development Directions & Market Entry Methods
Taught Theory:
- Ansoff’s Matrix of development directions and how to use it.
- Market entry methods and associated risk and how to select appropriately

*Teams will work on the practical development of their international marketing strategy and the implementation decisions of market entry.*

Session 9: The '12c' International Analysis Model
Taught Theory:
- the '12C' model in developing international marketing plans

*Teams will work on their plans, facilitated by the tutor. A '12C' plan will be combined with the previous analyses conducted by the teams to form the basis for the individual assessment and be presented to the class for formative feedback.*

Session 10: Bringing It All Together
*Teams will work on the consistency and sense of their overall marketing plans, bringing all of the elements together into a coherent document for presentation, facilitated by the tutor.*

Bibliography:
- Doole & Lowe (2012). International Marketing: Analysis, Development & Implementation

*Kirby (2000) If you want to take on the world, with a global marketing campaign, there are some factors you should take into account to make it a success, **CHARTERED INSTITUTE OF MARKETING**

Teaching methods:
Each session starts with the formal teaching of academic theory, analytical frameworks or concepts of international strategic marketing. International student teams then practise their application to a unique project which they develop and research throughout the duration of the course. The tutor facilitates this practical work. At the end of each session, teams contribute their work to a plenary session for peer review and formative feedback from the tutor. Each session builds on the previous session until, by the end of the course, each team has developed a well-researched, comprehensive and defendable international marketing strategy for a unique concept.
Examination methods:

The unique international marketing strategy developed by each team throughout the duration of the course forms the basis of an individual plan presented for assessment by each student.

Each student prepares a 2,000-word marketing plan in report form. Plans are awarded a grade in line with the grading system used in the Faculty of Economics, Ljubljana University.