

# Module Study Guide

Academic Year 2020–2021

(Spring 2021)

IMP – International Market Plan

Level: 6

Credits: 10 ECTS / 20 UK credits

Academic Partner:

Marbella International University Centre  
(MIUC)

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# Module Overview

## 1.1 Introduction

International Marketing Managers, Global Marketing Leads, Global Liaison Managers, International Business Managers, or similar titles, are key positions within any international organization to carry out Marketing or Business plans at international level. The main goals of these positions pursue clear objectives: understand international scenarios, the factors affecting their organisations and management under a multicultural approach together with social, legal and political aspects and regulations, all together under specific economic situations.

The above-mentioned factors are crucial for an effective international market plan, since it is mandatory to identify barriers and opportunities in combination with a matrix of variables involving the appropriate market research.

## 1.2 Module summary, content and aims

The module prepares you to become an international market team member when planning international market plans, taking part in many decisions regarding entry strategies, distribution, or any other topics within the Marketing Mix at international level, being able to collaborate in the measurement of the effectiveness and control of the planning and implementation processes.

The module aims to provide you understanding of the competitive implications affecting international market plan. Moreover, it enables you to gain in-depth understanding of the factors that govern the decision in market entry. You will learn to analyse planning, organising, and managing an international business marketing strategy in order to gain the competitive advantage in the global marketplace.

The topics covered in the module include:

- Identifying the political, economic, social and cultural factors affecting business planning and decision making process
- Understanding the implications of legal regulations in business expansion
- Applying market research techniques
- Developing a general Marketing Mix strategy at an international level

## 1.3 Learning outcomes to be assessed

**LO1.** Research and analyse reliable key market data in an international scope (Summative assessments 1, 2, 3 & 5).

**LO2.** Evaluate critically the macro-environment factors and debate their implications on selecting entry markets. (Summative assessments 1, 2, 3 & 5).

**LO3.** Analyse business opportunities and risks in a systematic manner. Explain and justify

resulting strategies in an effective way. (Summative assessments 4 & 5).

**LO4.** Compile and be able to transmit analysis and strategies in an international marketing plan. (Summative assessments 4 & 5)

## 1.4 Indicative contact hours

Teaching Contact Hours	56 hours
Independent Study Hours	144 hours
Total Learning Hours	200 urs

## 1.5 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Submission due-date & time	Method of Submission & Date of Feedback
International Market Plan	3000 words (+/-10%)	n/a	100%	40	Week 14  (date and time TBC)	Via MIUC LMS &  10 working days after the assessment

## 1.6 Assessment brief including criteria mapped to learning outcomes

### 1.6.1 Assessment 1: International Market Plan

For this assignment, you will have to choose one product which is manufactured and commercialised in Spain and a target country to produce an international market plan. The final choice of the product and the target country must be approved by the module leader.

You are required to analyse the key international market elements and create a market plan. The plan should first analyse the environment of the new market, such as economic, institutional, political, social and cultural environment and then investigate whether to enter the market or not based on the previous analysis. The reasoning for market entry decision

must be consistent and included in the work. Furthermore, you must create a market plan which provides recommendations (including planning, implementation and controlling) for entering the new market.

*Before submitting the final plan, you will have an opportunity to present your plan in class. You will be able to obtain feedback and incorporate it into your final submission.*

Your international market plan must contain the following elements:

- Step 1: Identification of the main issues, barriers, opportunities, risks, strengths and weaknesses of the chosen market based on the research on:
  - Economic environment
  - Social and cultural aspects of the environment
  - Political environment
  - Legal aspects affecting the product itself and the new market
  - Potential competitors in the new market
- Step 2: Explain how to utilize market research and recommend innovative information systems (utilizing business intelligence) to enter the new market effectively and efficiently. Analysis of the risks and opportunities that the new venture opens up to the existing business.

Furthermore, you should research the dependency/interaction of the given or the chosen market with Spain specifically and the EU as a whole, taking into account the current situation of the chosen market.

- Step 3: Produce an international market plan, which consists in:
  - Decisions made based on the analysis and research the previous steps 1 and 2
  - Specific market entry strategies
  - Distribution and Pricing suggestions
  - Promotional and sales approach
  - General recommendations for the planning, implementation and control of the proposed plan.

### **Assessment criteria for Assessment 1: International Market Plan (LO1, LO2, LO3 and LO4 will be assessed)**

This assessment will be marked according to the following criteria:

- **Knowledge and understanding (20%):** The students should clearly summarise and identify the core aspects of the target market that are relevant. They are expected to provide relevant information about the product & market given, research and show an appropriate understanding of concepts and key factors learnt along the module.
- **Cognitive Skills (30%):** The students are expected to reason their own international market recommendations (meeting the key aspects, from economical to legal factors) providing consistent arguments for the market entry decision and showing the synergies of the linkage among all the main aspects, which will be especially valued.
- **Practical and professional skills (30%):** Students will need to research the main issues regarding the market entry to provide the necessary evidence to support their analysis.
- **Transferable and key skills (20%):** Students will need to present the key points and

data of their plan in written form in a concise and consistent manner. It will also be marked according to the usage of valid references, similar business cases information and data currently happening in their chosen market. Students will also need to demonstrate the ability of incorporating the feedback into the final plan.

## 1.7 Learning materials

The reading list for this module is available on MIUC LMS in the module area.

### 1.7.1 Core textbook(s):

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- Cateora, P., Gilly, M. and Graham, J. (2009) *International Marketing*. New York. McGraw- Hill.
- Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2015) *International Business: Environments and Operations*. Pearson Education Ltd

### 1.7.2 Other recommended reading:

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- Browaeys, M.J. and Price, R. (2011) *Understanding cross-cultural management*. UK. Pearson
- Chia, L., (2016) E-commerce. *International Business Law*. Trento, Wolters Kluwer, pp. 155-176
- Chia, L., (2016) International conflict of laws: regulation of international contracts. *International Business Law*. Trento, Wolters Kluwer, pp. 131-154
- Chia, L., (2016) The United Nations Commission on International Trade Law. *International Business Law*. Trento, Wolters Kluwer, pp. 113-130
- Gerber, J. (2011). *International economic institutions since WWII*. Pearson Addison-Wesley

### 1.7.3 Other resources:

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- Tubbs, S. (2010) *Organizational Communication, Human Communication*. New York. McGraw-Hill. pp. 425-450
- Brace, I. (2013) *Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research*. Kogan Page

**Remember to log into MIUC LMS daily to receive all the latest news and support available at your module sites!**



## 2. Things you need to know

### 2.1 Engagement

During the academic year 2020-21, the health, welfare and safety of all our students and staff is our top priority as Spain continues to deal with the ongoing implications of the COVID-19 outbreak.

Face to-face-teaching, access to MIUC facilities and being part of our unique University community are key parts of the excellent student experience at MIUC. We have been working to create a safe and efficient plan that will allow us to deliver these elements when you start with us in the fall semester, subject to government regulation.

MIUC will be ready to teach in September and we are committed to engaging with you as closely as we can, and to ensuring that you have a rich educational experience that is safe and protected to ensure that you continue to get the most from the University life and the city of Marbella.

Whether you are engaging with teaching and learning activities on site or via the MIUC Virtual Learning Environment, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled on site or online activities or complete activities in the timeframes set out, you should let your module leaders know. You should aim to stick to assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your module leaders. Your engagement, whether online or on site, will be tracked and if we see that you are not engaging, we will get in contact with you. However, we encourage you to let us know if you are struggling so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

### 2.2 Need help, just ask

The University recognises that there are times when you may encounter difficulties during your course of study and provisions are made to help you. If you are struggling with meeting deadlines please talk to us, whether it's your course/module leader, personal tutor or any member of staff, speak to them so they can get you the support you need to succeed. You can extend your deadline if you have a good reason why you are not able to submit a piece of coursework on time, [apply online for an extension](#) before your deadline. An extension will allow you an extra 10 working days. If an extension is not sufficient and circumstances beyond your control are preventing you from completing your assessment, then you can, [apply online for mitigation](#).

Please remember late submission without extension or mitigation will result in penalties depending on how late it is, see [Academic Regulations](#).

You are reminded that MIUC applies penalties to students who commit an academic offence, in which case the Academic Offences Regulations will be used to deal with any cases of academic misconduct including examination offences, plagiarism and other means of cheating to obtain an advantage.

You are encouraged to seek advice from the Students' Union and counselling service which support you with all aspects of your academic experience by providing advice and guidance to ensure you are fully informed of the academic regulations as well as advocate for student views.

You are expected to behave in line with University expectations, irrespective of whether your interactions with staff and other students are in person or online. As you will be engaging with others online and a range of online materials, it is important to consider how to stay safe online and ensure your communications are secure and appropriate. If you have any questions about how to manage your online activities, please contact your module leader.

If you have an issue about the module, you should speak to your Module Leader or Course Leader informally in the first instance. Your Course Representative can also raise your concerns at Course Committees, which take place each semester. If you are unable to resolve it informally, you should refer to the Complaints Procedure which is outlined in the student handbook and consult the Students' Union about it. The University aims to ensure that issues are resolved informally as quickly as possible to have minimum impact on your studies.

## **2.3 Getting support for your studies**

Throughout your course of study, you will have access to a wide variety of sources of support depending on your individual circumstances and needs. Your first point of call for getting general academic support is your Personal Tutor. As well as approaching your Module Leader with any questions specifically related to your module and your Course Leader with questions on your Course, do contact your Personal Tutor for academic advice in relation your studies and your academic development.

Apart from the University-wide support framework, which encompasses the Module Leaders, Course Leader, the Subject Librarian and your Course Administrator, you will also have at your disposal the MIUC Academic Support Team. The Team offers Academic Skills Workshops throughout the year, helping you to develop skills relevant to your degree. Workshops include for instance Essay Planning and Writing; Critical Thinking; Reflective Writing; Group Work and Presentation Skills.

English Language support and One-to-one academic support opportunities are also available. For information about all these services, please consult the Academic Office.

## **2.4 Student support**

In addition to the support listed in the previous section, there is also more help offered by MIUC Student services, consisting of Student Life Department, Internship Support, Life Coaching Service and Counselling service. They offer a wide range of support and services consisting of extracurricular activities; Careers and internship support; Student Welfare and Counselling.

Contact Student Services for more information at:

Student Life Department: [student.life@miuc.org](mailto:student.life@miuc.org)

Internship Support: [cristina@miuc.org](mailto:cristina@miuc.org)

Life Coaching Service: Ms. Ana Cantle, [ana.cantle@miuc.org](mailto:ana.cantle@miuc.org)

Counselling Service: Ms. Eva Berkovic, [eva@miuc.org](mailto:eva@miuc.org)

## **2.5 Module evaluation – have your say!**

Towards the end of the module you will be invited to provide some anonymous feedback to the Module Leader through a (online) survey. This is your opportunity to give some direct feedback about the module through a series of questions and free text. Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module.

### 3. Appendix: Weekly Content

<p>Week 1. Module Organization</p>	<p>The first session will overview the fundamentals related to international markets, clarifying terms, solving first questions, with a general overview of global Marketing. This session will introduce you to the structure of the module, practical methodology to be used, the assessment method and your role-play as Junior Global Marketing Manager to be performed along the module.</p>
<p>Week 2. The scope and challenge of International Marketing</p>	<p>This session will provide students with the arguments about why settling a process for the internationalization of businesses and all the key aspects that will threaten the plan along the stages of this process. It implies as well, going through the capacity of the company to adjust their objectives and tactics according with the milestones taking place along the way. Even so, the students will see how several patterns can be identified to help them through the planning. On top of this the development of world institutions plays an important role in terms of order and arbitration.</p>
<p>Week 3. Economic Environment and international trade</p>	<p>This session will facilitate the understanding of how some important international organizations regulate some international decisions in the global trade market dealing with the global rules of trade between nations, ensuring that trade flows as smoothly, predictably and freely as possible, the stability of the international monetary system -system of exchange rates and international payments that enables countries and their citizens- to transact with each other, providing loans to countries for capital programs.</p>
<p>Week 4. Social and cultural considerations in international</p>	<p>This session will facilitate a general understanding of how customer behaviour may influence remarkably in market plans taking into account a wide range of characteristics related to</p>

Marketing	specific social habits or cultural inheritance. At the same time they will have to chance to compare these aspects across regions.
Week 5. The political environment	<p>This session will show students one the variables that could be the most unstable depending on the political changes in every country and regions, which could affect agreements among nations, so that they will understand the importance of government policies and the risks we are facing before changes that could make change the rules of the international trade. From another point of view they will see how countries with a higher political vulnerability require a higher level of adaptation and the implications that this fact brings to the rest of nations regarding with their international trade interests, no matter if they have agreements among them.</p> <p>This session will be used as well for the In-Class Exercise, in which every student will have to do an online exercise in class consisting of 10 multiple-choice questions covering the learning acquired up-to-date, as it is explained previously above.</p>
Week 6. The international legal environment	<p>This session will go through some methods, regulations, and legal aspects when carrying out international trade at global level taking into account as well specific areas that are key aspects at local level. This scenario make the planning more complex when trying to internationalize any company because it obliges you to adjust the current standards, highlighting the rights and obligations of the parties and stakeholders involved in the international trade, since the legal procedures of each country differ. The session will include the complexity when disputes arise between nations and parties or between parties residing in or doing business in different countries.</p>
Week 7. International market research and information systems	<p>This session is focused on the obvious need of carrying our techniques of data research from the markets we want to entry or simply evaluate as potential customers or partners in a similar way we gather data from different segments in our local market to plan strategies and tactics. Moreover, the students will understand how the</p>

	<p>information systems could not only work at local level but they could as well be structured to face global data management with many possibilities under the business intelligence perspective to ensure an effective marketing and commercial effectiveness.</p>
<p>Week 8. Multinational market regions and market groups</p>	<p>This session will evaluate the development of the main big regions in the world under an economical perspective applied to international trade, identifying the most important points to be taken into account when carrying out international business in those areas of the world.</p>
<p>Week 9. Planning and managing market entry strategies</p>	<p>This session will analyze two different areas. Firstly, the practical approach to enter or reject a market, by means of several well established techniques. Secondly, the implications of offering an international service or product and their implications in our planning from local to global level.</p> <p>This session will be used as well for the In-Class Exercise, in which every student will have to do an online exercise in class consisting of 10 multiple-choice questions covering the learning acquired up-to-date, as it is explained previously above.</p>
<p>Week 10. Global distribution and pricing</p>	<p>This session will be focused on some two key elements of marketing when implementing international market plans: the logistics and the pricing, which acquire an extremely higher dimension at international level, depending on many variables when planning strategies and tactics, as the decision making process needs a complex evaluation of variables which are independent from one country to another.</p>
<p>Week 11. International promotion, sales and negotiation</p>	<p>This session will give students an update review about how technology is positively influencing the way of doing business internationally, and how it contributes to the efficiency of many parts of the processes involved in the international trade. The session will connect the aspects regarding with the communication, promotion,</p>

	and advertising at international level with the usage of the technology applied to them.
Week 12. Planning, Implementation and control	<p>The session will be a general overview of the international global marketing process from planning and organization when a product or service is being offered to a multicultural target of consumers, evaluating different types of business.</p> <p>This session will be used as well for the In-Class Exercise, in which every student will have to do an online exercise in class consisting of 10 multiple-choice questions covering the learning acquired up-to-date, as it is explained previously above.</p>
Week 13. Planning, Implementation and control (II)	<p>This session will be a continuation of the previous one, but adding new elements in the process such as negotiation aspects related to the stakeholders involved in the processes.</p>
Week 14. International Market Plan presentations and preparation for submission	<p>This session will be used for the final-term assessment preparation and questions/doubts review, following the guidelines established in section 8. Every student must present his/her International Market Plan for the given company. Students will receive feedback from the module leader after their presentations and they will incorporate the feedback into their final plan.</p>



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