



SYLLABUS

MARKETING MANAGEMENT 2

PURPOSE: MARKETING MARKETING MARKETING MARKETING

INTERNATIONAL MARKETING

International competition makes international marketing one of the most critical skills of business survival. Developments in the international arena remind us that we are in a global village connected by electronic communication and information. The subject emphasizes the importance of linking international marketing with the overall strategy of the firm through the linking of marketing with the other functional areas.

INDUSTRIAL MARKETING:

Industrial marketing signifies situations in which individuals or groups purchase products or services for resale, for use in producing other goods and for daily operations of the enterprise.

LEARNING OBJECTIVES

- Identify the contemporary environment, problems and practices of international marketing.
- Apply the practices of international marketing.
- Evaluate the strength and sophistication of global competitors
- Describe the dynamic and complex nature of the industrial marketplace.
- Analyse the activities in industrial marketing
- Explore the broad policies and specific practices in industrial marketing
- Distinguish the different product and services marketing characteristics and strategies

PRESCRIBED BOOKS

1. International Marketing: Cateora, P: *International Marketing*. 10th Edition; Irwin McGraw Hill, 1999.
2. Industrial Marketing and Services Marketing: Kotler, P and Armstrong, G: *Principles of Marketing*. Prentice Hall International, 8th Edition. 1996

SYLLABUS

INTERNATIONAL MARKETING **70%**

SECTION ONE: THE INTERNATIONAL ENVIRONMENT (30%)

As foreign economies continue to grow, local firms are being forced into some degree of international marketing. Dealings with different nationalities and economic and cultural differences in foreign markets contribute to the complexity of international marketing.

- 1.1 The international marketing concept
pp. 6, 7-12, 17-22
- 1.2 The international marketing environment
 - Chapter 2
 - Chapter 4
 - Chapter 5
 - Chapter 6
 - Chapter 7 pp. 161-180

SECTION TWO: INTERNATIONAL MARKETING STRATEGY & RESEARCH (10%)

To compete globally firms must weigh several risks and answer many questions about their ability to compete in the international arena. Firms compete internationally because of market potential, and to enhance their profitability. Careful market segmentation is necessary.

- 2.1 Strategic decisions in international marketing
Chapter 11
- 2.2 International marketing research
Chapter 8

SECTION THREE: MANAGING AND CO-ORDINATING INTERNATIONAL STRATEGIES (30%)

Once the firm has chosen target markets abroad, the question arises as to the best way to enter (i.e. distribution), discover and manage distribution channels, increase its international visibility (i.e. promotion), and examine price-setting (i.e. pricing)

- 3.1 International product, distribution, pricing and communication
 - Chapter 13
 - Chapter 15
 - Chapter 16
 - Chapter 18

INDUSTRIAL AND SERVICES MARKETING

SECTION ONE: THE INDUSTRIAL MARKETING ENVIRONMENT (15%)

Focus on environment of industrial marketing and identify the links between consumer and industrial marketing.

(Chapter 6, pp 169-184)

- 1.1 Introduction to industrial (business) marketing management
- 1.2 Difference between business and consumer markets
- 1.3 Business buyer behaviour
- 1.4 Influence on business buyers
- 1.5 The industrial buying process

SECTION TWO: SERVICES MARKETING (15%)

Chapter 8, pp258-271)

- 2.1 Nature and characteristics
- 2.2 Marketing Strategies for Service Firms
- 2.3 International Service marketing

EXAMINATION

The examination paper consists of two sections.

International Marketing consists of 4 questions and Industrial and Services Marketing consists of 2 questions. The candidate selects ANY THREE questions from International Marketing and ANY ONE question from Industrial and Services Marketing.

The emphasis of the examination paper is on the application of the theory by making use of practical examples. It is required of the candidate to show his/her competence in suing real-life situations when answering the paper. Candidates may, however, make use of the case studies in Cateora (1999) when giving examples.

The examination will consist of essay-type questions. Candidates will be required to state the theoretical underpinning and apply real-life examples or case studies to support their arguments.

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