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| Module Code | IMMPR |
| Module Title | International Marketing Management and Public Relations |
| Credit | 20 (10 ECTS) |
| Module Leader | Prof. dr Vesna Damnjanovic |

Aims

The overall purpose of the programme is to provide students with detailed insights and knowledge in central matters and areas of international marketing and public relations. This module prepares students for marketing and management specialists positions or for executive managers positions in firms operating in international arena. The course is designed to:

- Provide students with a comprehensive overview of contemporary international marketing management and public relations
- Practical understanding specific business needs to problems and opportunities in foreign markets
- Develop student's ability to understand different culture and macroeconomic factors in various markets (SEE countries, EU, US market, Asia markets...)
- Understand the full range of tasks facing the firm in international marketing environment and explains how to integrate the various market entry and communication strategies
- Investigate emerging trends in strategic and operational international marketing and public relations issues (on line strategy) and to define plan which would help firm to implement adequate international strategy.

Learning Outcomes

Knowledge

By the end of this course, students will be able to demonstrate a systematic understanding informed by current research and relevant professional practice of:

1. Analyse and critically evaluate the scope of international marketing and international public relations
2. Research and describe the cultural, economic, political, and legal environments of specific international markets
3. Critically evaluate a comprehensive range of new approaches to marketing mix decisions

Skills

On successful completion of this module, the students will be able to demonstrate their ability to:

4. Conduct research on topics presented in the module, and to analyze and evaluate findings
5. Make an effective verbal presentation - demonstrate communication and presentation skills
6. Work successfully in a group on topics related to international marketing management decisions
7. Apply a wide range of Marketing management and Public relations tools in the international arena

Syllabus

- International marketing research
- International marketing strategies
- Marketing decisions for the intercultural environment
- Marketing mix in international markets

- Products and brands for international market
- International distribution
- Pricing decisions for international market
- Integrated Marketing Communications in international context
- Public Relations for international market
- Defining communication strategies
- Defining public relations plan

Learning, Teaching and Assessment Strategies

Lectures, case studies, selected readings, video and audio clips and discussions will be used to explore different approaches to international marketing and public relations.

Formative feedback is also provided in the form of in-class advice and guidance following performance on multiple tasks during the module.

Assessment Scheme

This module is assessed using coursework and examination.

30% Individual coursework (learning outcomes 1, 2) where students are expected to write an essay 1800-2000 word about understanding differences between factors from macro and micro environment abroad and recognize the best way of conducting the data through international marketing research process (Submission deadline: week before the last teaching week of the course)

30% Group coursework (learning outcomes 3, 4, 6, 7) Conduct research study of one foreign market with detail analysis for specific industry (car industry, FMCG sector) and define international marketing mix for domestic company that should enter to this market (Submission deadline: day before the last class of the course)

40% Examination (learning outcomes 1, 2, 3, 6, 7, 8) occurs during the university examination period and is a 2-hour examination. Students are expected to answer on 10 multiple choice questions and to resolve 3 questions based on case study which includes all topics that students passed through semester.

For individual and group coursework students will get feedback on draft versions if submitted two weeks before deadline. After that period their submitted papers will be considered as final versions. They will have at least one week to correct and improve the paper according to feedback. After submission of final versions, students' papers will be assessed in max three weeks. Students are expected to strictly respect the deadlines.

Student need to pass coursework and examination and have minimum 50% in order to pass the module according to the following structure: individual coursework (minimum 15%), group coursework (minimum 15%) and examination (minimum 20%).

Assessment Weighting

Individual coursework 30%,

Group coursework 30%

Examination 40%

Learning Materials

Essential

- Peereault, W, McCharty, J. (2006), *Essentials of Marketing – A Global Marketing Approach*, 10th Edition, McGraw Hill, New York
- Hollensen, S. (2014). *Global Marketing (6th Edition)*, Harlow: Pearson Education Limited

Recommended:

- De Burca, Brown, Fletcher, *International Marketing, An SME Perspective*, (2004), Prentice Hall
- Philip R. Cateora and John L. Graham: (2007), *International Marketing*, 13th edition, McGraw-Hill/Irwin
- Paperback, *International Public Relations: Successful PR Techniques for Use in Major Markets Around the Globe (Going Global)*(2005), Aspatore Books
- *Case studies from ECCH database and local market (Hyundai brand, SIG successful story with social media, Bionacin brand, touché solutions published by Damnjanovic)*
- Due to dynamic knowledge domain, every topic during the course will be covered with additional material, articles, publications and studies published by both scholarly and practitioner journals. These materials will be delivered "just-in-time" (uploaded to e-learning or indicated for downloading from the Internet).

Total Notional Learning Hours

200