



Nottingham Business School

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Postgraduate Module Handbook

Contemporary marketing strategies for foreign markets

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**NOTTINGHAM
BUSINESS SCHOOL**
Nottingham Trent University

Welcome Message from Module Leader and the Teaching team

Welcome to the module Contemporary marketing strategies for foreign markets (CMSFM). CMSFM aims to introduce you to essential marketing frameworks and their practical implementation to real-life businesses. The course structure will assure gaining knowledge, skills and competencies, not only associated with effective application of marketing strategies across global businesses, but also related to: functioning of business networks, company behaviour in the process of internationalisation, relationship marketing in international context, as well as to the specifics of applying marketing strategies in different business settings.

This handbook outlines key information about the module including an overview of the expected learning outcomes, module content and assessment details with submission dates.

You should read it carefully and keep referring to it throughout the module. As with all UE-Varna modules under the joint Master degree programme "International Business and Management", this module is supported by a module page that will hold various learning materials to support your study in this module. It is also the first place to check for any messages from myself or the team about the module and its delivery. The team and I look forward to meeting you all in October and teaching you on the module.

Whilst we make every effort that the contents of this Module handbook are accurate at the time of being published, circumstances often change which means that the content may vary. We shall keep you informed if this is the case.

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Introduction

Contemporary marketing strategies for foreign markets is a module that aims to help students advance knowledge of strategic marketing concepts and models, and facilitate the development of a critical and evaluative approach to marketing analysis. CMSFM also strives to provide a vehicle for analysis of the nature of strategic marketing and to evaluate the role of marketing in contemporary organisational environments.

The module attempts to master various competencies and educate different skills:

Module-specific skills

- demonstrate an analytical and evaluative approach to strategic marketing analysis, including the use of fundamental marketing logic
- apply strategic marketing concepts, models and processes to case study organisations and within an integral simulations
- critically evaluate strategic marketing management models, entry strategies and plans

Discipline-specific skills

- demonstrate a critical understanding of the nature of international marketing strategies in contemporary and changing organisational environments through analysis, applied problem-solving, and decision-making. Communicate this understanding verbally and in writing
- understand and critically analyse professional and academic journal literature

Personal and key skills

- demonstrate the ability to critically analyse strategic marketing plans
- demonstrate the ability to contribute to successful team performance
- demonstrate written presentation skills

Developing the aforementioned skills and competencies can assist you in selecting the most effective marketing strategies and tactics for various international businesses. Alongside with acquiring marketing expertise, you will be exposed to multiple interactive teaching and learning methods that can facilitate your transition to executive marketing positions on international labour markets.

How to Communicate with Your Module Team

Feel free to contact us:

Maria Georgieva, *Course Administrator*, ibm_jp@ue-varna.bg;

Prof. Evgeni Stanimirov, Ph.D., *Module leader*, stanimirov@ue-varna.bg;

Senior Assist. Prof. Stoyan Hadjivelichkov, Ph.D., *Teaching team member*, hvelichkov@ue-varna.bg;

Chief Assit. Prof. Vladimir Zhechev, Ph.D., *Teaching team member*, vladimir.zhechev@ue-varna.bg.

The Course administrator is available on a daily basis and can be reached at the abovementioned email. She is responsible for any questions regarding the administration and provision of the course. For any further enquiries, please contact the module team members.

The Aims of this Module

The aims of this module are associated with the *learning outcomes* and describe the essential results that students will be expected to achieve by its completion:

- To understand contemporary company behavior in changing environment on foreign markets;
- To be able to analyse and evaluate strategic marketing issues using fundamental marketing logic;
- To be capable to critically evaluate strategic marketing management models, entry strategies and plans.

The Learning Outcomes for this Module

Learning outcomes describe what you should know and be able to do by the end of the module:

Knowledge and understanding. After studying this module you should be able to:

- a) Recognize present marketing strategies of companies on international markets;
- b) Explain theoretical background of various business activities, that exceed the common definitions;
- c) Indicate crucial characteristics that drive contemporary marketing strategies.

Skills, qualities and attributes. After studying this module you should be able to:

- d) Adapt theoretical marketing definitions to contemporary business processes;
- e) Indicate case studies of other companies explaining various marketing actions;
- f) Prepare managerial report and presentation of undertaken problem, its characteristics, findings and finally recommendations.

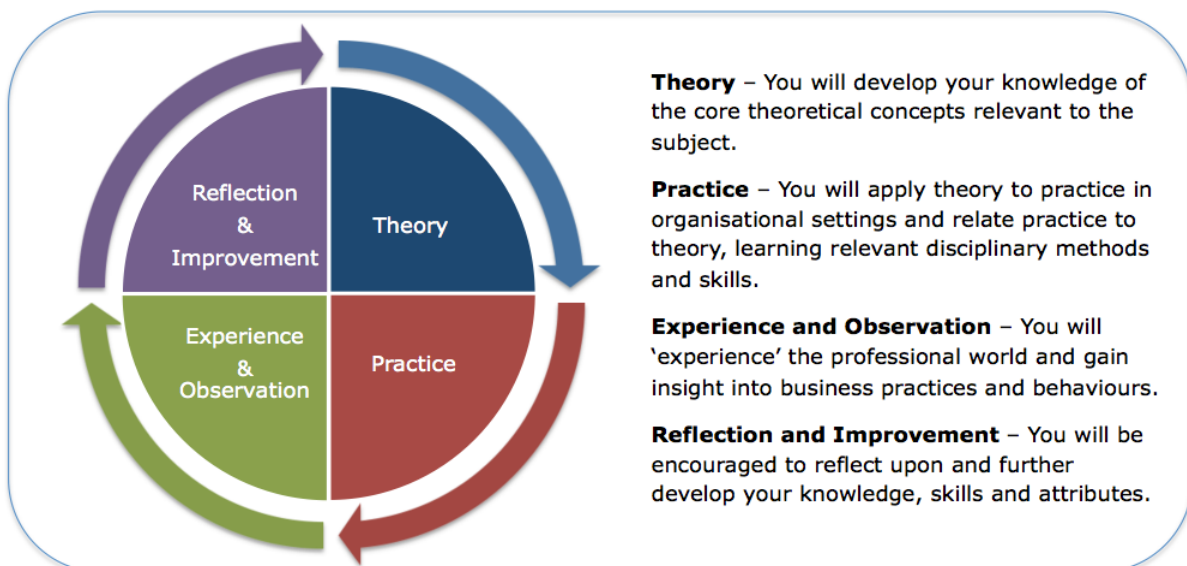
Module Content

- Marketing strategy: classic and newest concept
- Business networks vs. marketing strategy on international market
- Relationship marketing strategy on international market – industry and culture aspects
- Influence of external and internal factors on marketing strategy on foreign market
- Typology of company behaviour in internationalization process
- Company and product positioning on international markets

- Global marketing vs. Internet
- International marketing strategies on luxurious product market („mass luxury“ concept)
- Characteristics of selected industries and implications for international marketing strategies on luxurious product and services market:
 - ✓ automotive industry example
 - ✓ clothing industry example
 - ✓ cosmetic industry example
 - ✓ hand-watch and transportation industry example
- Market specificity of high tech companies on international markets
- Typology of international marketing strategies of high tech companies

A Structured Approach to Your Learning

In your modules and throughout your course you will study different theories, concepts and approaches and be given opportunities to apply these in a range of practical settings. Your understanding will be enhanced through the direct experience of business, where you will be able to observe business practices and behaviours (including your own) and analyse these using your theoretical knowledge. By reflecting on these experiences, you will be able to identify how the implementation of different theories can be improved, or even consider how a theory itself might be improved.



Below you will find information on the content and approach to teaching in this module and how this relates to each of these domains for learning.

<p style="text-align: center;">Theory</p>	<p>Topic 1 – nature and definitions of marketing strategy; strategy development and perspectives; competitive marketing strategy; hierarchy of strategic choice and decisions; strategic mistakes and organizational failure.</p> <p>Topic 2 – business networks; principles of network management; management of networks and management in networks; international marketing analysis and strategy; international marketing choices and decisions.</p> <p>Topic 3 – business relationships; relationship quality; relationship marketing in B2C and B2B context; CRM and strategic goals; sustainability of relationships and competitive advantage.</p> <p>Topic 4 – forces for global coordination/integration; McKinsey 7s and the value chain; factors influencing companies’ new market entry; political, social, demographic, environmental forces; motives for internationalization; risk analysis.</p> <p>Topic 5 – deciding whether to internationalize; selection of markets to enter; international market segmentation; market attractiveness; potential determinants of firms’ choices of foreign markets; approaches and modes to market entry; market entry modes.</p> <p>Topic 6 – standardization vs. adaptation; international product life cycle; functions of branding; product/brand decisions; sources of differentiation; positioning strategies; developing new products for foreign markets; brand strategies and positioning guidelines; positioning maps and brand mantras.</p> <p>Topic 7 – domestic, international and global marketing; globalization factors and marketing challenges; global marketing environment; global market entry strategies; global marketing programme; internet and global competition; global internet consumers; the role of internet for global marketing programme.</p> <p>Topic 8 – strategic marketing tools; strategic marketing organization; multinational and glocal strategies; essence of luxury brands, brand presence and the respective tendencies; the seven major product groups luxury sector operates and the classification of goods; the concepts and trends of massification and luxification; segmentation of luxury consumers; the eight cornerstones of luxury branding.</p> <p>Topic 9 – characteristics of automotive, clothing, cosmetic, hand-watch and transportation industries and specifics of international marketing strategies.</p> <p>Topic 10 – high-tech product and high-tech marketing; specific purchasing criteria and factors for high-tech products; understanding high-tech competition;</p> <p>Topic 11 - marketing strategy and marketing plan for high-tech products; innovation-driven and market-driven market segmentation; high-tech product strategy; international market entry choices of start-up companies in high-tech industries.</p>
<p style="text-align: center;">Practice</p>	<p>Topic 1 – assessment of the strategic mistakes of marketing strategy implementation.</p> <p>Topic 2 – screening of the functioning of a particular international business network.</p> <p>Topic 3 – determining the advantages of customer retention vs. recruiting or reactivation of “lost” clients</p>

	<p>Topic 4 – evaluation of motives for internationalization of selected Bulgarian companies.</p> <p>Topic 5 – analysis of the benefits of strategic alliances vs. joint ventures.</p> <p>Topic 6 – design of a (perceptual) positioning map for competitive international brands</p> <p>Topic 7 – choosing global internet strategies according to nature of good or service being sold</p> <p>Topic 8 – examining strategic failures of luxury brands in the fashion/automotive industries</p> <p>Topic 9 – examining successful examples of international marketing of luxury cosmetics and transportation brands</p> <p>Topic 10 – determining the characteristics of selected Bulgarian high tech companies</p> <p>Topic 11 – group discussion about marketing strategies of high tech companies</p>
<p>Experience & Observation</p>	<p>Topic 1 –mistakes of marketing strategy design and implementation: the case of Planex Holding Plc.</p> <p>Topic 2 – visualization of business network functioning</p> <p>Topic 3 – relationship marketing strategies on international markets</p> <p>Topic 4 – foreign market entry: the case of Fantastic Services Ltd.</p> <p>Topic 5 – advantages and disadvantages of the franchising business in Bulgaria</p> <p>Topic 6 – positioning challenges of companies entering Bulgarian markets</p> <p>Topic 7 – web based global market entry</p> <p>Topic 8 – brand extensions and brand dilution challenges of the Porsche brand</p> <p>Topic 9 – challenges and positioning of Bulgarian transport and forwarding companies on markets of W. Europe.</p> <p>Topic 10 - managing a high-tech product according to its product life cycle</p> <p>Topic 11 – marketing strategy of a Bulgarian start-up high tech company</p>
<p>Reflection & Improvement</p>	<p>Topic 1 – structural components of marketing plans and cohesion between them</p> <p>Topic 2 – business network management as a tool for international marketing strategy implementation</p> <p>Topic 3 – instances whereby managing customer relationships is meaningful</p> <p>Topic 4 – contemporary business environment influences and how they alter the competitive landscape</p> <p>Topic 5 – determinants of Bulgarian companies’ choices for foreign market entry</p> <p>Topic 6 – positioning through commercials in Bulgaria: precision vs. ambiguity</p>

Topic 7 – internet as a platform for global marketing strategy

Topic 8 – exposure to the principles of brand strategy implementation in the fashion and clothing industries

Topic 9 – exposure to the principles of brand strategy implementation in the cosmetic and transportation industries

Topic 10 – key marketing decisions for high tech companies on international market

Topic 11 – choosing appropriate international marketing strategies for high tech companies

The Timetable of Teaching Activities

Below are details of your timetabled sessions. This information will help you to plan your work.

The purpose of the teaching schedule below is to give the student sufficient information to be able to plan the term's work.

Module – Contemporary marketing strategies for foreign markets

Week	Week Starts	Topic	T	P	EO	RI	Tutor	
19	03/04/17	04.04.2017 09:15–14:00 52	Marketing strategy: classic and newest concept	X	X			ES
		05.04.2017 09:15–14:00 52	Marketing strategy: classic and newest concept			X	X	ES
		06.04.2017 09:15–14:00 52	Business networks vs. marketing strategy on international markets	X	X	X	X	ES
		07.04.2017 11:15–16:00 H-211	Relationship marketing strategy on international markets – industry and culture aspects	X	X	X	X	ES
21	17/04/17	18.04.2017 09:15–14:00 52	Influence of external and internal factors on marketing strategy on foreign markets	X	X	X		VZ
		19.04.2017 09:15–14:00 52	Typology of company behaviour in the process of internationalization	X		X	X	VZ
22	24/04/17	24.04.2017 09:15–14:00 52	Global marketing vs. internet	X	X	X	X	SH
		25.04.2017 09:15–14:00 52	Characteristics of selected industries and implications for international marketing strategies on luxurious product and services market: cosmetic industry example	X	X	X	X	SH
		26.04.2017 09:15–14:00 52	Market specificity of high tech companies on international market	X	X	X	X	SH

23	02/05/17	02.05.17 09:15-14:00 52	Typology of international marketing strategies of high tech companies	X	X	X	X	VZ
		03.05.17 09:15-14:00 52	Company and product positioning on international markets	X	X	X	X	VZ
		04.05.17 09:15-14:00 52	International marketing strategies on luxurious product market ("mass luxury concept")		X	X	X	VZ
25	15/05/17	Assessment Week						
		15.05.2017	1 - 100% - 2 hours - 2 questions (case studies), closed book exam. The 2 questions must be selected from a range of other questions at discretion of the students and according to their knowledge and skills.					ES VZ SH

Assessment

1 – 100% - 2 hours – 3 questions, closed book exam

Marking grid

Clarity of presentation (15%)	Relevance to the topic (15%)	Interpretation and critical analysis of theoretical frameworks (35%)	Practical applicability of the propositions (35%)	GUIDELINE MARKS
Outstanding delivery with pristine evidence of structural integrity	Superbly organised answers, which are fully pertinent to the topics discussed	Exceptional reading of conceptual frameworks and significant critical analysis skills	An outstanding delivery of practical propositions. Providing original insights which add to the business area	<i>Exceptional distinction</i>
Excellent, far-reaching presentation of ideas which are interlinked	Answers are excellently integrated into the question topics	Excellent understanding of the theoretical frameworks and ability to put them into critical discussion	A number of original insights are presented and they fully correspond to the current business setting	<i>High distinction</i>
Concepts and ideas put into discussion in a logical manner with clear links between them	Sound evidence of significance of answers to the topics	Comprehensive and accurate understanding of theoretical frameworks	Demonstration of high level of consistency between the contemporary business and the propositions	<i>Mid distinction</i>
Consistent delivery of ideas and concepts	Answers are very relevant to the topic, but in some instances extend beyond the issues discussed	There is a sound use of relevant factual knowledge	The answers show evidence of ability to maintain a personal position, which is relevant to the business environment	<i>Distinction</i>

Very clear presentation of perceptions and notions, but the train of thought is not fully evidenced	Very good relevance to the topic, but there is lack of full integration with the question-related specifics	The student shows evidence of the ability to use concepts and theories, and to synthesize them	The student shows reasonable ability to defend a position on the practical issues related to the questions	<i>High commendation</i>
Consistent presentation of thoughts, but some of them are not interlinked	Appropriate relevance, but the student has skipped some strategically important issues	The answers make use of relevant concepts, but do not put them thoroughly into critical discussion	The answers are appropriate to the business situation, but lack depth of presentation of business issues	<i>Mid commendation</i>
Ideas and concepts are arranged in a tidy manner, but lack cohesion	Well justified answers, but the student fails to fully link them to the pertinent issues described in the questions	The answers demonstrate some understanding of the major basic concepts in the question.	There are propositions which are logically structured, but they are not fully applicable to the current business conditions	<i>Commendation</i>
Good presentation, where arguments and explanations are communicated in a way which shows clarity but structure may not always be coherent	Relevant for the most part of the taught skills, within a limited range	Good knowledge and understanding of the problem area but balanced towards the descriptive rather than critical or analytical A limited range of the standard sources, ideas, methods or techniques deployed	Sufficient problem solving skills to arrive at a solution or argument to reach a conclusion; More successfully than not use of relevant sources, ideas, methods or techniques normally applied to the problem or issue	<i>High pass</i>
Largely good presentation, which demonstrates most or the concepts, arguments and explanations are communicated with some omissions	There are some clear areas of competence within the prescribed range, but some proportion of the answers are irrelevant to the topic discussed	The student demonstrates good knowledge and understanding of the taught content, predominate descriptive than analytical	The student shows ability to formulate practical solutions, but some of them are not justified	<i>Mid pass</i>
Asserts without substantial evidence	The student demonstrates competence in some of the areas, but significant proportion of the answers contain some irrelevant digressions	Understanding significant part of the problem area, some omissions in knowledge, greatly prevails descriptive, lack of critical or analytical ability, mostly confined to concepts that are not at the	Some success in problem solving or argument to reach a conclusion although it may not be fully developed	<i>Pass</i>

		forefront of the discipline.		
<p>Presentation is competent in places and at a threshold level as it fails to demonstrate clarity and focus. Inability to adequately define problems and make reasoned judgements.</p>	<p>Limited relevancy to the topic Majority of the answers are based on unsubstantiated arguments.</p>	<p>Student is only able to deal with terminology, basic facts and concepts. Knowledge and understanding is marginally insufficient.</p>	<p>Adequate knowledge of concepts within the prescribed range but fails to add meaningful details or make sufficient links between concepts and facts to adequately solve problems posed by the assessment. Inability to adequately define problems and make reasoned judgements.</p>	<p><i>Marginal fail</i></p>
<p>Very limited competency of presentation. Inability for problem definition.</p>	<p>Few of the answers come across the discussed topic, but most of them fall outside.</p>	<p>The student only evidences an understanding of small subset of the taught concepts and techniques</p>	<p>Very limited ability for practical implementation of concepts within the problem area. Fails to make sufficient links between known concepts and facts to adequately solve relevant practical aspects of the problem</p>	<p><i>Mid fail</i></p>
<p>Poor written literacy indicated by sentences and paragraphs that rarely relate to each other. Inability to communicate coherently</p>	<p>Student's answers have no relevance to the topic.</p>	<p>Knowledge and understanding is highly insufficient as the student is unable to evidence any meaningful understanding of some major taught concepts or methods. Very limited evidence of reading and research to advance work.</p>	<p>Inadequate technical and practical skills as the student is unable to use and apply such skills to address problems or make judgements</p>	<p><i>Low fail</i></p>

How You will Receive Feedback

You will be provided with feedback not only for the period of lectures and seminars, but also throughout informal discussions that can take place after class or throughout tutorials. Please be advised that we use two different approaches to evaluation to support and assess your learning & performance:

1. *Formative assessment* – this type of approach to evaluation carries little or no sway in the formation of the final grade. Its goal, however, is to supervise student learning and provide adequate feedback that can be used by students to master their learning and give them support in achieving better results in their summative assessment. Under this module you will be expected to prepare a managerial report and presentation on given subject concerning contemporary international marketing strategies.

2. *Summative assessment* – it has a high score value and its main goal is to evaluate student learning as objectively as possible. Under this module you will have to sit for a written exam, which will include 3 questions and you will be allotted 2 hours to complete it.

Generic feedback will be provided for individual students after the completion and issuance of the official results of the written exam.

How You will be Assessed

Assessment

1 – 100% - 2 hours – 3 questions (case studies), closed book exam. The 3 questions must be selected from a range of other questions.

The exam will cover the following learning outcomes:

- Application of marketing strategies of companies on international markets;
- Demonstration of knowledge on the crucial characteristics that drive contemporary marketing strategies.

Reading List

Hollensen, S. (2014) *Global marketing: a decision-oriented approach*. Pearson education.

West, D, Ford, J., and Ibrahim, E. (2015) *Strategic marketing. Creating competitive advantage*. Oxford, Third ed.

Kotler, P., Keller, K., Brady, M., Goodman, M. (2009) *Marketing management*. Pearson education.

Keller, K., Aperia, T., Georgson, M. (2008) *Strategic brand management: a European perspective*. Pearson education.

Станимиров, Е. и Жечев, В. (2015) *Маркетинг на бизнес организациите*. Наука и икономика, ИУ-Варна.

Guidance for Independent Study

Review again the readings, presentations, cases and book chapters suggested during lectures and seminars. Spend some time in the library, and look for additional texts or hard copy journal articles or the databases UE-Varna has access to. When you are sure you have a good grasp of the topic area, and can identify the key principles and models relating to your topic, go to the electronic library section and search for additional relevant academic research results that may enhance your understanding.

Student feedback form

**CONTEMPORARY MARKETING STRATEGIES FOR FOREIGN MARKETS
FEEDBACK FORM, STUDENT NUMBER**

FIRST MARKER NAME: EH

**COMMENTS:
MARK:**

SECOND MARKER NAME (If applicable):

COMMENTS:

AGREED MARK: %