

## **EDENZ COLLEGES**

# **QUALIFICATION: Diploma in International Marketing (Level 5)**

### COURSE OUTLINE

Graduates will have an understanding of the essential elements of International Marketing through the study of general marketing and marketing planning, the factors and adaptations necessary to sell products in an international market, and of economics and management. Graduates will be prepared for careers in international marketing, or may staircase into further study at Degree level.

There are 6 papers in this course, 3 of them drawn from the New Zealand Diploma in Business.

#### **1. Principles of Marketing**

The purpose of this course is for students to gain a broad understanding of marketing principles, including knowledge and understanding needed to assess product, price, promotion and distribution options, and marketing mix options for specific target markets.

*Main topics are:*

- *The Marketing Environment and Marketing Information Systems*
- *Major Markets, Segmentation, and Target Markets*
- *Consumer Behaviour*
- *The Marketing Mix*
- *Coordination and Control*

#### **2. Organisation and Management**

Students will understand the factors that influence management and the organisation.

*Main topics are:*

- *Purposes and philosophies of management*
- *The influence of environment*
- *Ethics and social responsibility*
- *Problem solving and decision making*
- *Planning and control*
- *Leadership, motivation and delegation*
- *Team dynamics*

### **3. Economics**

To enable students to apply elements of economic theory to contemporary issues.

*Main topics are:*

- *Supply and Demand and Pricing*
- *Pricing and output decision making under different market structures.*
- *Strengths and limitations of the market.*
- *Free Trade theory and practice*
- *Macro-economics and current issues*

### **4. Develop a Marketing Plan**

To enable students to develop a Marketing Plan including the elements of objectives, strategies, and resource allocation, and integrating areas of market research, product development, promotion and distribution.

*Main topics are:*

- *Identify the organisation's strategic direction.*
- *Review marketing performance.*
- *Formulate marketing objectives.*
- *Devise marketing strategies.*
- *Plan marketing tactics.*
- *Prepare and present a marketing plan*

### **5. Evaluate International Marketing Opportunities**

This module covers the evaluation of the international environment, identifying market factors and risks, and assessing the viability of international marketing opportunities.

*Main topics are:*

- *Assessment of international trade patterns*
- *Identification of government policies promoting or restricting trade*
- *Identification of international trade policies and agreements*
- *Effect of economic and political factors*
- *Effect of social and cultural factors*
- *Identification of International market trends and emerging markets*
- *Identify risk factors, particularly, political, financial, corruption and trade barriers*
- *Evaluation of opportunities in terms of impact on current goals and customers*
- *Evaluation of opportunities in terms of cost and risk vs benefits and return on investment*

### **6. Manage International Marketing Programmes**

This module covers strategic management issues of an International marketing programme.

*Main Topics are:*

- *International marketing objectives*
- *Risk management strategy*
- *Evaluation of marketing approach*
- *Customisation requirements for international markets*
- *Cultural and consumer preference effects on operational structure*
- *Performance issues, including internal communication and accountability*
- *Integration of marketing, promotional and sales activities*

*Performance evaluation, including monitoring, analysing, and reviewing*