

MODULE OUTLINE FOR: INTERNATIONAL MARKETING AND MARKETING RESEARCH – EC50005

SESSION 2009-2010

Compulsory for:	MSc International Business and Marketing
Optional for:	MSc International Business
SCOTCAT Value:	SD5 20 points
Level:	5
Module Organiser:	Dr Sushil Mohan Room G.17, Ext 84381, e-mail s.mohan@dundee.ac.uk
Module Lecturer:	Mr Hugh Hoffman (e-mail h.hoffman@dundee.ac.uk)

AIMS

The module aims to: (1) introduce students to the principles of marketing and marketing research. (2) to consider and demonstrate their application in a global environment.

INTENDED LEARNING OUTCOMES:

By the end of the course the students would be expected to be able to demonstrate

- a) their knowledge and understanding of:
 1. a coherent core of marketing and marketing research concepts and principles;
 2. the nature and development of diverse marketing environments;
 3. the nature of household and consumer choice and the role of information in economic decision-making;
 4. the application of economic principles to design, guide and interpret various aspects of marketing policy.
 5. the analyses that can be undertaken using the results of marketing research;
 6. the role of marketing research in informing business
- b) their abilities to:
 1. apply core marketing theory and models to marketing case studies;
 2. employ key marketing concepts to marketing problems of decision making;
 3. identify the forms of market research that might inform particular questions;
 4. appreciate data obtained from marketing research projects.
- c) their skills to:
 1. conceptualise marketing problems in a tractable form;
 2. critically review and synthesise published work on a range marketing issues;
 3. critically assess proposed marketing research projects.
- d) their transferable skill to:
 1. communicate in a clear, concise and coherent manner.

COURSE CONTENT AND STRUCTURE

The course consists of lectures and seminars totaling 20 hours in total. Students will be asked to deepen and/or expand on some of the topics covered in the lectures and to make presentations which will serve as a basis for discussion during seminars.

Syllabus

Marketing Research

- Introduction and background to market research
- Research methods – qualitative and quantitative, traditional and new methods
- Product development and customer satisfaction research
- Technical issues – sampling, data collection, data analysis, report writing
- International research

Marketing

- Introduction, what is marketing, the marketing mix
- Market segmentation – benefits and forms of segmentation
- Advertising – planning, development and assessment
- International marketing
- Trends in retailing and distribution

READING

NOTE: The texts below are mainly intended to provide the basic readings for the course. Additional sources for specific parts of the course will be recommended in the lectures.

The main texts, around which the module is broadly organised, is:

David Jobber, Principles and Practice of Marketing, (McGraw-Hill), 2004, fourth edition, ISBN 0-07-710708-X.

Tony Proctor, Essentials of Marketing Research, (Pitman Publishing) 2nd edition.

The format and contents of other core marketing texts are relatively similar, the best of the rest being:

Frances Brassington & Stephen Pettitt, Principles of Marketing, (Prentice Hall), 2006, fourth edition, ISBN 0-273-69559-2.

Philip Kotler, Gary Armstrong, John Saunders & Veronica Wong, Principles of Marketing, (Prentice Hall), 2005, fourth European edition, ISBN 0-273-68456-6

Malcolm McDonald & Martin Christopher, Marketing: A Complete Guide, (Palgrave) 2003, ISBN 0-333-99437.

David Jobber, Principles and Practice of Marketing, (McGraw-Hill), 2001, 3rd edition.

Naresh K Malhotra & David F Birks, Marketing Research: An applied approach, (Prentice Hall) European Edition.

Peter M Chisnall, Marketing Research, (McGraw Hill) 6th Edition.

FURTHER READING

The above texts provide only an introduction to the subject and to pursue the topic in depth you are expected to supplement your reading with further books, journal articles, and marketing periodicals. Books and articles of specific interest will be provided on a supplementary reading list and further material will be drawn to your attention in lectures as the module proceeds. You should also take the initiative by browsing through the journals in Dundee University Library and other local libraries. **Abertay University Library** is particularly well endowed with marketing journals and periodicals. You will find the following journals particularly helpful for your presentations and essays: Journal of Marketing, Journal of Marketing Management, European Journal of Marketing, Industrial Marketing Management, Journal of Services Marketing, Harvard Business Review. There are also a number of periodicals, of which *Journal of International Marketing* Main Library Periodicals 658.8 1 and *Marketing* Main Library Periodicals 658.8 will be of greatest interest.

NETWORK INFORMATION

Lecture outlines, tutorial timetables and other module notices and material will normally be made available on *My VLE*, the University of Dundee Virtual Learning Environment.

ASSESSMENT

The overall mark for this module will be based on a continuous assessment mark and a final examination mark. These will carry equal weights of 50% and 50% respectively.

The elements of continuous assessment are two essays/ projects equally weighted. The final examination for the module will consist of a two-hour paper which will be taken in the December examination diet.

Essays should be handed into the Economic Studies Office on, or before, the deadlines and submitted electronically on the 'Safe Assignment' option in the *My Dundee* VLE. Late submission will be penalised unless agreed in advance by the Module Lecturer.

Essays should be in the region of 2,000 words, and no longer than 2,500. This is to encourage concise expression and effective use of a wide range of materials. You may be penalised if they exceed the word limit. All essays should be typed, preferably with a word processor, unless otherwise arranged. TWO copies of the essays/projects should be submitted.

PLAGIARISM

You should familiarise yourself with the University policy on plagiarism. Cases of plagiarism which are detected (from the transcription of a book, article or other student's essay) will result in the award of a mark of zero.

FEEDBACK

Your comments and suggestions are welcomed during the module. Please pass these on to the Module Lecturer, Mr Hugh Hoffman, the Module Organiser, Dr Sushil Mohan, to Professor Monojit Chatterji (MSc Director) or to Dr Catia Montagna (Head of Economic Studies). You may also contact your Class Representative on the Staff-Student Committee. At the end of the course, students' anonymous views will be solicited by means of a questionnaire which will be considered at the annual teaching review.