



Interactive International Marketing Strategy

Bachelor course (ECTS: 6)

9:30 – 12:00

PEARCE Alison

Northumbria University, United Kingdom

Course objectives and learning outcomes:

At the end of the course, students will:

1. Be knowledgeable about the academic theory, applied analytical frameworks and concepts of international strategic marketing
2. Be skilled in the application of such theory to a unique and real case
3. Have practised combining analyses with research to develop a consistent international marketing strategy
4. Have explored scenario planning and risk management techniques employed by businesses to protect themselves from environmental turbulence and commercial catastrophe
5. Have experienced working together in an international team to achieve an ambitious objective
6. Have systematically analysed this experience using appropriate theory in order to identify specific learnings and improvements for the future

Prerequisites for attending the course:

None



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Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	LSS Welcome session (no lectures)
Tuesday, 5 July	International Environmental Analysis
Wednesday, 6 July	Scenario Planning
Thursday, 7 July	International Cultural Comparative Analysis -Targeting, Segmentation & Positioning
Friday, 8 July	Sustainable Competitive Advantage Across Markets
Monday, 11 July	Building Brand Architecture
Tuesday, 12 July	International Pricing Strategies & Issues
Wednesday, 13 July	International Development Directions & Market Entry Methods
Thursday, 14 July	Managing Risk and Crisis Internationally
Monday, 18 July	The ‘12c’ International Analysis Model
Tuesday, 19 July	Bringing It All Together
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination / Project presentations
Friday, 22 July	Meeting hours with students & LSS Farewell session

Teaching methods and tools/software used:

Each session starts with the formal teaching of academic theory, analytical frameworks or concepts of international strategic marketing. International student teams then practise their application to a unique project which they develop and research throughout the duration of the course. The tutor facilitates this practical work. At the end of each session, teams contribute their work to a plenary session for peer review and formative feedback from the tutor. Each session builds on the previous session until, by the end of the course, each team has developed a well-researched, comprehensive and defensible international marketing strategy for a unique concept.

Course materials/List of readings:

International Marketing, Philip R. Cateora, Bruce Money, Mary C. Gilly, John L. Graham, Eighteenth edition, March 2019

International Marketing Strategy: Analysis, Development & Implementation, Robin Lowe, Alexandra Kenyon, Isobel Doole, 8th Edition, January 2019

Effective Virtual Project Teams, A Design Science Approach to Building a Strategic Momentum, Opdenakker, Raymond, Cuypers, Carin, 2019

All other materials supplied during the course



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Evaluation methods and grading scale (weighted categories):

The unique international marketing strategy developed by each student throughout the duration of the course forms the basis of an individual plan presented for assessment. Each student prepares a 2,000-word marketing plan in report form and submits it on-line. Plans are awarded a grade in line with the grading system below, assessed against a criteria rubric published at the start of the course.

Each report includes the student’s “Agenda for Change” based on their analysis of their remote learning / collaboration experience.

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Short course leader(s) biography:

Dr. Alison Pearce is Associate Professor of Strategic Entrepreneurship at Newcastle Business School at Northumbria University, UK, Affiliate Professor at Grenoble Ecole de Management, France and a Senior Fellow of the Higher Education Academy. One of the original cohort of British Erasmus students sent abroad in 1987 she spent 15 years living and working internationally in marketing, design and product development culminating in Head of Innovation and Business Development and running her own marketing and design consultancy. She is now the convenor of a faculty Research Interest Group and her work has been published in academic journals, industry magazines, books, blogs and news media. She leads an international research project about young talent in five countries and teaches regularly using Microsoft Teams, Zoom, Blackboard Collaborate, Miro and other remote interactive tools.