

INTERNATIONAL SERVICES MARKETING

INTRODUCTION

This module is designed to strengthen and develop the students' ability to analyse and understand, evaluate and manage services in the international hospitality market. The module emphasises the key elements involved in managing the marketing variables of a hospitality organisation operating in the global market including the impact of environmental and legal factors. Students will also examine the key characteristics of delivering services cross-culturally and the strategic challenges of planning and evaluating the international market for hospitality services. The module will also evaluate the role of the internet in services marketing and issues involved in managing cyber customers/delivering services over the web.

Emphasis will be placed on team-work for the formulation of a group-based hospitality services marketing plan, while analytical and planning skills will be reinforced via extensive use of case studies, exercises, class discussions and appraisal of multi-national and indigenous companies in both national and international hospitality markets.

AIMS

To provide students with a in-depth understanding of:

- International Marketing Theory
- The challenges of marketing to a non-domestic market
- The implications and risks of globalisation
- The external factors influencing international marketing
- The challenges of international research
- The delivery of international services
- The impact of technology on international marketing practices and procedures

LEARNING OUTCOMES

On completion of this module successful students will be able to:

- Understand the complex body of knowledge pertaining to International Services Marketing
- Possess a systematic, extensive and comparative knowledge of the socio-cultural and political factors affecting international marketing
- Critically evaluate the impact of international legal frameworks on international services marketing
- Review and examine the economic environment within which international services marketing operates
- Evaluate evidence, arguments and assumptions underlying the challenges and risks presented by going global
- Critically evaluate the key characteristics of delivering services cross-culturally
- Analyse and appraise the theory of globalisation
- Explore the strategic challenges of planning and evaluating international market research
- Critically appraise the role of international marketing information systems
- Apply research skills to source information when devising and designing an international services marketing plan

- Apply diagnostic, analytical and creative skills when proposing improvement strategies for the successful delivery of international services
- Evaluate international Product/Distribution/Pricing/Promotional policies and systems
- Exercise judgement in auditing international marketing efforts
- Possess a thorough and comparative knowledge of quality, the importance of standards of service and International Customer Services Systems
- Understand the challenges of the internet to international marketing and the implications of managing cyber customers and services

SYLLABUS

International Marketing: An Overview

- Defining International Services Marketing
- Analysing the evolution of domestic to international marketing
- The World economy and relevant economic/trade concepts & theories

Environmental factors affecting international marketing

- Socio-Cultural characteristics of International Marketing
- Elements of culture, analysis of influence
- Political Environment
- Political risk identification and management
- International Legal Frameworks
- Economic Environment, Patterns of Trade, Labour Force and the World Economy

International Marketing Intelligence Systems

- The strategic challenges of planning and evaluating international market research
- Developing and maintaining an international marketing information system

International Marketing Management

- The international strategic planning process
- The international marketing mix
- Franchising Hospitality Services
- Relationship Marketing
- International Product/Distribution/Pricing/Promotional policies and systems
- Managing and auditing the international marketing effort

International Marketing of Services

- Analysis of international services
- Key characteristics of delivering services cross-culturally
- Defining and delivering quality and setting standards of service
- International Customer Services Systems

International Internet Marketing

- The implication of the cyber customer
- Managing the cyber customer & services
- Challenges of the internet and international marketing