

Course Title: **International Marketing and Strategy**

Course Code: **INTB867**

Descriptor Start Date: **01/01/2026**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Critically evaluates international marketing through strategic and functional perspectives, drawing on cross-cultural, psychological, sociological, and institutional frameworks to interrogate patterns in consumer behaviour and global market systems. Students will analyse the drivers behind standardisation versus adaptation in marketing strategy and assess strategic approaches to brand management, market entry, and global expansion. Particular attention is given to developing marketing strategies in the context of emerging and less-developed markets.

LEARNING OUTCOMES

1. Critically analyse factors affecting the standardisation-adaptation of marketing strategies across regional, national and global contexts.
2. Evaluate the psychological and sociological aspects influencing consumer decisions in different cultural contexts.
3. Compare effective communication strategies across diverse cultures.
4. Collaborate to create a strategic marketing plan for entering and expanding in international markets.
5. Reflect on current global challenges and their strategic implications.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Standardisation-adaptation of the marketing mix
Cross cultural consumer behaviour
Intercultural/cross cultural communication strategies
Managing international and global brands
Exploration of less developed/emerging markets

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Case study analysis (Individual)	30.00	1, 2, 3
International marketing plan (Group)	30.00	1, 2, 3, 4
Reflection on contemporary issues in International Marketing (Individual)	40.00	1, 2, 3, 5

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme:	AK1065, Master of Global Business
Related Programme/s:	AK1066 PgDipGBus, AK1070 PgCertBusSt

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