

THE OPEN UNIVERSITY OF TANZANIA
FACULTY OF BUSINESS MANAGEMENT

POSTGRADUATE STUDIES

OMK 608: INTERNATIONAL MARKETING

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1. Introduction

International Marketing is not just an extension of domestic marketing neither is it a chapter in a conventional course in Marketing Management. Twenty or more years ago marketing abroad was considered a prestige and a sign of maturity of nations. Today, it is imperative for nations and its companies not only to be but also remain an effective player in the world market. International Marketing is a discipline that leads you to this perspective.

2. Objectives of the Course

The main objective of this course is to enable you to understand and learn about the mechanics of marketing and establishing your business in world markets.

The specific objectives are:

- (i) To explain why businesses market abroad.
- (ii) To understand some of the theories underlying international marketing
- (iii) To examine the Environment of International Marketing
- (iv) To study Foreign Market ENTRY Strategies and Decisions
- (v) To Explain the kind of Information Required and Decisions that need to be made.
- (vi) To learn about some of the Commercial Documentations Required in Exporting Abroad.
- (vii) To understand Export Financing and Government support to Export Marketing

In order to achieve these objectives, they are used as guides to developing the contents of the lectures which are mentioned below.

3. Course Content

The course consists of seven lectures, covering the major issues in international marketing. These are described below:

LECTURE ONE:

Perspectives of why Businesses Market Abroad

- (i) The Nature and Scope of International Marketing
 - What is International Marketing

- Differences Between Domestic and International Marketing
- Why do firms market abroad?

Read. Anderson, Manual of International Marketing. Part One.

LECTURE TWO

Some Theories of International Marketing

- (i) Mercantilism Theory
- (ii) The Theory of Absolute Advantage
- (iii) The Theory of Comparative Advantage
- (iv) Heckscher – Onlin Theory of Factor
- (v) Proportions
- (vi) Product Life Cycle Theory
- (vii) How does each of these Theories Influence International Marketing?

Read Pat Two of Winneaster Anderson’s Manual

LECTURE THREE

The Environment of International Marketing

- (i) The Economic Environment:
 - Tanzania
 - The World Economy
 - Balance of Payments
 - Trade Protectionism
 - International and Multilateral Agreements. GATT. EU, WTO
 - Trade Policies of Selected Countries URT, USA, China, Japan, U.K, Germany
- (ii) Political Environmental
- (iii) Religious Factors
- (iv) Legal Environment
- (v) Socio-Cultural Factors

Read Anderson’s Manual. Part Three

LECTURE FOUR

Foreign Market Entry Strategies

- (i) Market Entry Decision Criteria
- (ii) Market Entry Strategy Alternatives
- (iii) Exporting
- (iv) Foreign Production
- (v) Licensing and Franchising
- (vi) Contracting

Read Anderson’s Manual. Part Four

LECTURE FIVE

Marketing Research and Information in International Marketing

- (i) Nature of Information Needed
- (ii) Sources of and Access to Information
- (iii) Kinds of Decisions made
 - How to market abroad
 - Product Decisions
 - Pricing
 - Promotion
 - Distribution, Logistics and Supply Chain,

Read, Anderson's Manual Parts 5 ad 6

LECTURE SIX

Relevant Commercial Documentations

- (i) Basic Commercial Documents
- (ii) Official documents (permits, licenses, etc.)
- (iii) Insurance
- (iv) Transport
- (v) Financial Documents

Read. Anderson's Manual; Part Eight

Lecture Seven

Facilitating International Marketing

- (i) IM. Financing (by banks and non banks)
- (ii) International Financing Risks
- (iii) Methods of Payments
- (iv) Types of Government Support

Read Anderson's Manual. Parts Seven and Nine

*** Note Well (Nota Bene)**

Read any text on International Marketing for more and detailed knowledge.

4. Course Evaluation

4.1	Course work assessment	
	1 assignment	10
	1 test	15
	Term Paper	25
4.2	Final Examination	<u>50</u>
		<u>100</u>