



**UNIVERSITY OF
STIRLING**

ISS9EM: EUROPEAN MARKETING: AN INTRODUCTION

US CREDITS: 3

Doing business around the globe is a challenge for many individuals and the organisations they work for. Marketing activity is at the heart of the success of many businesses and this module is designed to put that particular business skill in a European context, using the Scottish experience as a case study. All marketing is affected by the context in which it operates, be it, for example, cultural, government policy or the legal framework to protect consumers. This first part of the module deals with that environment. Next, Marketing as a concept is explained and, even if you are familiar with it, you will have the opportunity to understand it in a new way. The final part presents stories of Marketing success and failures drawn from contemporary Scottish examples and how they fit within wider global perspectives.

Field Trips/Highlights:

We will visit a business that lobbies the Scottish Parliament and also the Parliament itself, to learn about the Marketing aspects of the interaction between business and politics.

2010 International Summer School

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