

Module Title:	Global Market Assessment and Selection
Credits:	5
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	The learning outcomes detailed above will be achieved through the following teaching methodologies; • Lectures: communication of knowledge and ideas from lecturer to student. Students will be encouraged to engage in active discussion of the material during lectures. • Problem Solving Exercises; Students will be working in small teams on an assigned project. They will apply the theory to their project on a topic by topic basis. They will also be given mini case studies where application of the theory will be demonstrated and illustrated. • Class Discussion / Debate; All classes will involve active engagement and discussion with the material. • E- Learning; There will be on-line learning materials provided. • Self Directed Independent Learning; Students will complete an evaluation of an International Market. This will require independent learning. It will develop their analytical, research, project management, written and oral communication skills.
Module Aim:	This subject aims to introduce the student to the dynamics of the global business environment and Ireland's position within it. To enable students to gain an appreciation of pertinent issues that affect internationalisation decisions and strategies of small, medium and larger firms. The learning objective is to provide students with the necessary knowledge, skills and techniques to identify, analyse and assess its readiness to go abroad and the international markets it should enter.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Select and apply appropriate conceptual frameworks to international companies and international markets
LO2	Critically evaluate the elements of the global business environment and assess their impact on a company's international marketing strategy.
LO3	Evaluate/appraise the potential of an overseas market for company operating internationally.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

1. Introduction to Global Marketing & The Irish situation

IRELAND'S INTERNATIONAL MARKETING PERFORMANCE: World Trade Statistics & Trends. The Irish Situation: - Ireland's International Performance. -Key Irish International Marketing companies - The Future, Irish Public Policy and Role of Irish State Agencies.

2. Overview - Global Marketing & the internationalisation process

Definitions of Export Marketing, International Marketing, Global Marketing. Domestic and international marketing compared and contrasted, EPRG framework, reasons to go abroad, introduction to the 5 stages of the international marketing process. Review and appraisal of the Academic models of internationalisation.

3. The Decision to Internationalise

Assessment/ Audit of Capability to go abroad Internal Company Analysis

4. Selection of Overseas Markets for Entry

Opportunistic & Systematic Approaches to Market Selection.

5. Global Marketing Environment Assessment

Assessment of the Key Environmental Factors & their impact on Market Selection and Global Marketing Strategy.

5.1 Political Factors

Assessment of Home, Host & General Political environments, Major types of Political Risks faced by Global Companies, How to manage & minimize risk

5.2 Legal Factors

Assessment of the major legal systems in the world, Impact of the law on the international marketing strategy of a company.

5.3 Demographic & Socio Cultural Factors

Global trends in demographics, Framework for the assessment of Culture, Cultures impact on consumer buying behaviour, COE effect, Impact of culture on New Product diffusion /launches, Impact on the international marketing strategy.

5.4 Economic Factors

Key economic indicators for overseas market assessment, Stages of Economic Development, Trading Bloc's & Economic Integration.

5.5 New Emerging Markets

Assessment of Opportunities, Challenges and Effective Market Strategies

Assessment Breakdown	%
Continuous Assessment	20.00%
Project	80.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Part 1 - Assessment of a Company and creating a set of overseas market selection criteria.	1	20.00	Week 4

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Part 2 Overseas Market Evaluation Written and Oral Presentation Reflective Log	1,2,3	80.00	Sem 1 End

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	3.00
Total Hours		4.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	5	Mandatory
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	5	Mandatory