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| Module Title: | International Marketing |
| Credits: | 10 |
| NFQ Level: | 8 |
| Module Delivered In | No Programmes |
| Teaching & Learning Strategies: | <p>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 involved active engagement and discussion with the material. • E- Learning; There will be on-line learning materials provided. • Self Directed Independent Learning; Students will produce a new Market Evaluation of an overseas market for a specific small Irish firm. This will require independent learning. It will develop their analytical , research, project management, written and oral communication skills.</p> |
| Module Aim: | <p>This subject aims to introduce the student to the dynamics of the global business environment and Ireland's position within it. It aims to develop the skills required by an Irish manager involved in the identification, analysis and solution of the critical issues encountered in international marketing.</p> |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Formulate solutions to issues/problems encountered in the international marketing process. |
| LO2 | Select and apply appropriate conceptual frameworks. |
| LO3 | Assess and evaluate the elements of the global business environment and assess their impact on a company's international marketing strategy. |
| LO4 | Evaluate/appraise the potential of an overseas market for a company. |
| LO5 | Formulate and evaluate an international marketing plan for an overseas market. |
| 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

Introduction to International Marketing

Practice: World Trade Statistics & Trends. The Irish Situation: - Ireland's International Performance. - The Future, Irish Public Policy and Role of Irish State Agencies. Theory: - Overview of Subject - Definition of international marketing, domestic and international marketing compared and contrasted, reasons to go abroad, introduction to the 5 stages of the international marketing process. Review and appraisal of the academic models of internationalisation.

Step One; The Decision to Internationalise

Internal Analysis: - Internal factors to be considered when deciding to go abroad.

Strategic Options

- Standardisation V Localisation Strategy. - Generic Market Expansion Strategies: Concentration & Diversification, Waterfall & Shower Approaches to Market Expansion. - Market Segmentation, Cross-cultural segmentation. - Portfolio Management

Step Two; International Marketing Environment & Market Selection Process

Key Environmental Factors impacting on Strategy: - Political Factors, Legal Factors, Social/Cultural Factors, Demographic factors, Economic factors- New Emerging Markets: Opportunities, Challenges & Key Strategies. - Market selection process: Systematic approach.

Step Three; How the Firm Enters International Markets:

5.1 Entering International Markets - Overview of various modes of market entry. - Factors which determine the most appropriate entry mode(s) 5.2 Exporting - Direct and indirect, Export Plans, use of Middle men, Distributor Selection, Trade barriers, Documentation, Preparation required, Most appropriate situations for Exporting. 5.3 E-Commerce - E-commerce today and future predictions, the internet as a resource for an international business, Strategic implications of marketing internationally via the Web. 5.4 Competitive Alliances - Marketing Partnerships, Managements Contracting, Contract Manufacturing, Joint Venture, Franchising, Licensing. - Appropriate situations for use of competitive alliance. 5.5 Foreign Direct Investment - Acquisitions, Organic, appropriate usage situations.

Step Four; The International Marketing Programme

Key Success Factors & Best Practice in Marketing :Consumer, Industrial & Services internationally,

Step Five; Implementing the International Programme

7.1 Selling & Negotiating Internationally - Importance and relevance to international marketing, the negotiation process, variations from country to country, the communication process within selling and negotiation process, culture and communications, characteristics of a successful international negotiator. 7.2 Managing International Marketing Operations - Implementation of the international marketing strategy, Performance evaluation, Controls, Organisation/Structure of an international firm.

| Assessment Breakdown | % |
|----------------------------------|--------|
| Continuous Assessment | 40.00% |
| End of Module Formal Examination | 60.00% |

Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Case Studies | Case Studies, Essays | 1,2,3,4,5 | 10.00 | Week 25 |
| Project | Group Project - Overseas Market Evaluation 100 Marks Written Report (group) 50% Oral - (Individual) 10% Conclusion (Individual) 30% Market evaluation grid (indiv) 10% | 1,2,3,4,5 | 30.00 | Sem 1 End |

No Project

No Practical

End of Module Formal Examination

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|------------------------|-------------------|------------|-----------------|
| Formal Exam | n/a | 1,2,3,5 | 60.00 | End-of-Semester |

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 | 30 Weeks per Stage | 3.00 |
| Independent Learning | 30 Weeks per Stage | 3.67 |
| Total Hours | | 200.00 |

| Workload: Part Time | | |
|----------------------------|--------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 1.50 |
| Independent Learning | 30 Weeks per Stage | 5.37 |
| Total Hours | | 162.50 |

