

Module Title:	International Marketing Strategy
Credits:	10
NFQ Level:	8
Module Delivered In	1 programme(s)
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 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 International Marketing project. 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. To enable students to gain an appreciation of pertinent issues that affect internationalisation decisions and strategies of SMEs in particular. The learning objective is to provide students with the necessary knowledge skills and techniques to identify, analyse and resolve 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 to international companies and international markets
LO3	Critically 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 company operating internationally.
LO5	Evaluate / formulate an international marketing plan for company.
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 & 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.

Overview & Introduction to the International Marketing Decision Making

Definition of international 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.

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 ; New Market Selection & Market Environment Assessment

Opportunistic & Systematic Approaches to Market Selection. Assessment of the Key Environmental Factors - impact on Market Selection and International Marketing Strategy: - Political Factors, Legal Factors, Social/Cultural Factors, Demographic factors, Economic factors- New Key Emerging Markets: Assessment of Opportunities, Challenges & Effective Strategies.

Step Three; How the Firm Enters International Markets:

Entry Modes - Options and Assessment of Each mode: - Overview of various modes of market entry. - Factors which determine the most appropriate entry mode(s) Exporting - Direct and indirect, Export Plans, use of Middle men, Distributor Selection, Trade barriers, Documentation, Preparation required, Most appropriate situations for Exporting. Global E-Commerce - E-commerce today and future predictions, the internet as a resource for an international business, E- commerce Strategy for Overseas markets, How to create a winning global marketing website. Competitive Alliances - Marketing Partnerships, Managements Contracting, Contract Manufacturing, Joint Venture, Franchising, Licensing. - Appropriate situations for use of competitive alliance. Foreign Direct Investment - Acquisitions, Organic, appropriate usage situations.

Step Four; The International Marketing Programme

Key Success Factors & Best Practice in Marketing B2C, B2B & Services internationally,

Step Five; Implementing the International Programme

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	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Group Project Part 1 Overseas Market Evaluation 50% Part 2 - International Marketing strategy 50% Written and Oral Presentation Reflective Log	1,2,3,4,5	100.00	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	6.00
Independent Learning	Every Week	9.00
Total Hours		15.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	9.00
Total Hours		12.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	7	Mandatory