STGY C4310: Global Marketing Strategy

Module Title:	Global Marketing Strategy

Credits:	5

NFQ Level:	8

Module Delivered In	4 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 involved active engagement and discussion with the material. • E- Learning; There will be on-line learning materials provided. • Self Directed Independent Learning.

Module Aim:	This subject aims to enable students to gain an appreciation of pertinent issues that affect internationalisation decisions and strategies of small, medium and large firms. The learning objective is to provide students with the necessary knowledge, skills and techniques to identify, analyse and resolve critical issues encountered in global marketing.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
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	Evaluate and formulate an effective global marketing strategy in a traditional and digital context.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
1. Overview of the International Marketing Process Definition of Global marketing, international marketing and Export 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.
2. Strategic Decisions in Global Marketing Standardisation V Localisation Strategy v Glocalisation. Generic Market Expansion Strategies: Concentration & Diversification, Waterfall & Shower Approaches to Market Expansion. Market Segmentation, Cross-cultural segmentation. Portfolio Management - Products & Markets
3. New Market Selection Opportunistic & Systematic Approaches to Market Selection.
4.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 modes
4.2 Exporting Direct and indirect Exporting, Export Plans, use of Middle men, Distributor Selection, Trade barriers, Payment terms, Documentation, Preparation required, Most appropriate situations for Exporting.
4.3 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.
4.4 Competitive Alliances Marketing Partnerships, Managements Contracting, Contract Manufacturing, Joint Venture, Franchising, Licensing. - Appropriate situations for choosing competitive alliance.
4.5 Foreign Direct Investment Acquisitions, Organic/ Greenfield, appropriate usage situations.
5. The International Marketing Programme Global Segmentation and Positioning Strategies Demographic, geographic, psychographic and behavioural segmentation bases. Global, local and foreign consumer-culture positioning
5.1 Designing Global Marketing Programme Global product/service, Distribution, Pricing, Promotional, Place, People, Process and Physical Evidence. B2B, B2C, Services strategies.
6.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.
6.1 Managing International Marketing Operations Implementation of the international marketing strategy, Performance evaluation, Controls, Organisation/Structure of an international firm.

Assessment Breakdown	%
Continuous Assessment	30.00%
Project	70.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Examination	In class Exam	1,2,3	30.00	n/a

Project				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Group Project - International Marketing strategy Written and Oral Presentation	1,2,3	70.00	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

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	1.50
Independent Learning	Every Week	3.00
	Total Hours	4.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBLAW_B	Bachelor of Business (Honours) in Business with Law	7	Elective
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	8	Elective
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	6	Group Elective 1
CW_BBINB_D	Bachelor of Business in International Business incorporating Double Degree	6	Group Elective 1