

## Module 24: International Marketing

<b>Stage</b>		3					
<b>Semester</b>		1 or 2					
<b>Module Title</b>		International Marketing					
<b>Module Number</b>		24					
<b>Module Status</b>		Elective					
<b>Module ECTS Credits</b>		5					
<b>Module NFQ level</b>		8					
<b>Pre-Requisite Module Titles</b>		Marketing					
<b>Co-Requisite Module Titles</b>		N/A					
<b>Capstone Module?</b>		No					
<b>List of Module Teaching Personnel</b>		Mark Dowling, Deirdre Gorman, Susan Walsh, Clodagh Barry					
<b>Contact Hours</b>				<b>Non-contact Hours</b>			<b>Total Effort (hours)</b>
46				54			100
<b>Lecture</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Assignment</b>	<b>Placement</b>	<b>Independent Work</b>	
36		10		10		44	100
<b>Allocation of Marks (Within the Module)</b>							
	<b>Continuous Assessment</b>	<b>Project</b>	<b>Practical</b>	<b>Final Examination</b>	<b>Total</b>		
<b>Percentage Contribution</b>	40			60	100		

### Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Evaluate the dynamic and complex marketing environments faced by international marketers and appreciate how it differs from domestic marketing.
2. Investigate various environmental forces of globalisation and the impact these forces have on international marketing.
3. Appraise the challenges associated with competing across a number of diverse international markets.
4. Interpret the primary and secondary research challenges used to assess the attractiveness of potential markets.
5. Demonstrate an advanced understanding of the planning, organising, and controlling activities associated with international marketing operations.
6. Examine the impact the internet is having on international marketing practices.
7. Prepare an international marketing plan demonstrating appropriate strategies for market selection, market entry and marketing programme design.

## **Module Objectives**

This module introduces learners to the major aspects of international marketing. The aim of this module is to develop learner's skills in the recognition, analysis and planning challenges faced by organisations when marketing internationally.

Learners develop a critical awareness of the importance of environmental forces and emerging trends that impact firms marketing globally. An international marketing plan with appropriate marketing strategies is designed by learners, providing an opportunity to critically assess the challenges and provide solutions for successful implementation.

## **Module Curriculum**

### **Introduction to International Marketing**

- Nature of international marketing
- Impact of globalisation
- Driving and restraining factors on global marketing

### **International Marketing Environments**

- Impact of the political/ legal environment on international marketing
- Assessing political risk
- Impact of the Socio-cultural environment on international marketing
- Demographic global trends
- Analytical approaches to cultural factors
- Accommodating cultural diversity

### **International Market Selection Process**

- Conducting international research
- Primary and secondary data sources
- Analysing global opportunities
- Market selection criteria and evaluation

### **Market Entry Strategies**

- Overview of market entry modes
- Factors influencing choice of entry modes
- Export entry modes
- Intermediate entry modes
- Wholly owned operations

### **International Product and Pricing Strategies**

- Product life cycles across markets
- Product standardisation versus adaptation
- Branding strategies and brand equity
- Factors determining international prices
- Global Pricing Strategies and recent developments

## **Marketing channels and supply chain strategy**

- Channel design and decisions
- Select and manage a single or multiple marketing channels
- The role intermediaries have in the marketing channel selection process

## **Communication across International Markets**

- Communication possibilities and problems
- Social media and internet marketing
- Message standardisation versus adaptation
- Global advertising

## **Global Organisation, Implementation and Control**

- Management of International Marketing Activities
- Organisational structures
- Establishing a control system
- Leadership challenges

## **Reading lists**

Ghauri, P. & Cateora, P. (2014) *International Marketing*, 4<sup>th</sup> ed. McGraw-Hill Higher Education, Berkshire.

Hollensen, S. (2014) *Global Marketing*, 6/E, Prentice Hall.

Keegan, W. (2013) *Global Marketing Management: International Edition*, 8/E, Pearson

Keegan, W. & Green, M., (2015) *Global Marketing*, Global Edition, 8/E, Pearson

Kerin, R. & Peterson, R. (2013) *Strategic Marketing Problems: International Edition*, 13/E, Pearson

Strauss, J., & Frost, R., (2014) *e-marketing*, International Edition, 7/E, Pearson

## **Module Learning Environment**

This module is delivered by means of formal and participative style lectures designed to encourage learners to develop their attitudes and perspectives by challenging assumptions and beliefs. Real-world case studies frame Enquiry Based Learning (EBL) and provide learners with opportunities to apply theories delivered in lectures through interactive discussion facilitated by the tutor.

The college intranet (Moodle) provides supporting material and submitting assignments. Guest lecturers will be invited from relevant industry positions to share industry experiences.

Readings and videos are given to learners to review in their own time and used to frame group questions and answers in tutorials.

## **Module Teaching and Learning Strategy**

Learners of this module enjoy high levels of engagement. This may be through some type of active participation, use of relevant examples to which they can relate and through questioning by being made to think about what is being said.

Lectures are delivered in a way that is informative, interesting and engaging. The content is well organised and easy to follow. Learners can understand the development of the argument, or the logic in the ordering of the information or ideas.

Sample activities include the following:

Individual, paired and grouped activities are led using dynamic and engaging methods. Some of the approaches used may include the following:

- Problem-based tutorial group – involves small groups using a case study to frame problem-based learning.
- Step-by-step discussion – a planned sequence of issues/questions led by the tutor.

The flipped classroom is used and involves a reversal of traditional teaching where learners gain first exposure to new material outside of class, usually via reading or lecture videos, and then class time is used to do the harder work of assimilating that knowledge through strategies such as problem-solving, discussion or debates.

### **Module Assessment Strategy**

Assessment tasks have been designed to support learning and set to help learners achieve the learning outcomes. Summative assessments are used to evaluate learner learning, skill acquisition, and academic achievement resulting from participation on the module.

Two summative assessments are used as follows:

- End of semester final examination 60% and
- International marketing plan prepared individually for completion during the semester 40%.

### **Final Exam**

A summative assessment to assess what has been learned and how well it was learned. The exam is graded and grades indicate whether the learner has an acceptable level of knowledge-gain in relation to the expected learning outcomes.

### **International Marketing Plan**

Learners are required to prepare an international marketing plan to include researching and screening foreign markets and proposing an appropriate market entry strategy. Learners are also required to deliver an oral presentation outlining the main elements of their plan.

<b>Module Learning Outcomes - Assessment Matrix</b>		
<b>Learning Outcome</b>	<b>Assignment</b>	<b>Exam</b>
1. Evaluate the dynamic and complex marketing environments faced by international marketers and appreciate how it differs from domestic marketing.	X	X
2. Investigate various environmental forces of globalisation and the impact these forces have on international marketing.		X
3. Appraise the challenges associated with competing across a number of diverse international markets.		X
4. Interpret the primary and secondary research challenges used to assess the attractiveness of potential markets.	X	X
5. Demonstrate an advanced understanding of the planning, organising, and controlling activities associated with international marketing operations.	X	X
6. Examine the impact the internet is having on international marketing practices.		X
7. Prepare an international marketing plan demonstrating appropriate strategies for market selection, market entry and marketing programme design.	X	