

Module 30

6.30.1. Global Marketing

Module title						Global Marketing							
Module NFQ level (only if an NFQ level can be demonstrated)						8							
Module number/reference						BS30							
Parent programme(s)						Bachelor of Arts (Honours) in Business Studies							
Stage of parent programme						Stage 4							
Semester (semester1/semester2 if applicable)						Semester 2							
Module credit units (FET/HET/ECTS)						ECTS							
Module credit number of units						10							
Duration of the module						One Academic Semester, 12 Weeks Teaching.							
Average (over the duration of the module) of the contact hours per week						4							
Analysis of required learning effort													
Effort while in contact with staff													
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)			
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner								
48	1:40	24	1:20				178			250			
Allocation of marks (within the module)													
				Continuous assessment		Supervised project		Proctored practical examination		Proctored written examination		Total	
Percentage contribution				30%						70%		100%	

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 30.1** Describe and critically evaluate a range of key theories on the global marketing environment and global marketing strategy.
- MIMLO 30.2** Outline the cultural, political, legal, and socio-economic forces which influence a firm or organisation's global marketing strategies.
- MIMLO 30.3** Explain, analyse, and interpret the factors which influence global marketing programme decisions.
- MIMLO 30.4** Formulate a global marketing strategy proposal, with appropriate data gathering, synthesis and analysis.

Module content, organisation and structure

Indicative Syllabus

GLOBAL MARKETING AN OVERVIEW

- Defining Global Marketing
- Analysing the evolution of a company from domestic to Global marketing
- The World economy and relevant Global economic/trade concepts & theories

ENVIRONMENTAL FACTORS AFFECTING GLOBAL MARKETING

- Cultural Forces
- Political Forces
- Legal Forces
- Socio-economic Forces

GLOBAL MARKETING INTELLIGENCE SYSTEMS

- The strategic challenges of planning & evaluating Global market research
- Developing & maintaining an Global marketing information system

GLOBAL MARKETING MANAGEMENT

- The Global strategic planning process
- The Global marketing mix
 - Global product policies
 - Global distribution systems
 - Global pricing policies
 - Global promotion policies

- Managing & auditing the Global marketing effort

GLOBAL MARKETING OF SERVICES

- Analysis of the distinguishing factors of marketing services Globally

GLOBAL INTERNET MARKETING

- The implications of the cyber customer for the Global marketing manager

Reading lists and other information resources

Title	Author	Publisher	Year
Essential:			
Mastering Global Markets	Czinkota, M.R, Ronkainen, Ilkka A	Thompson	2007
International Marketing	Vern Terpstra & Ravi Sarathy	North Coast Publishers Inc.	2005
Recommended:			
Global Marketing	Keegan, Warren T., Green, Mark C	Prentice Hall	2007
Global Marketing	Johansson, Johny K	Richard D.Irwin	2004

JOURNALS

Journal of Marketing,
European Journal of Marketing,
Journal of Brand Management,
Harvard Business Review.

POTENTIAL WEBSITES:

www.ama.org

www.mii.ie

www.hbsp.harvard.edu/products/hbr