

H9MKG: Marketing in the Global Environment

Module Code:	H9MKG
Long Title	Marketing in the Global Environment APPROVED
Title	Marketing in the Global Environment
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	COLETTE DARCY
Module Author:	Sinead O'Sullivan
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Identify and discuss foundational theories, models and concepts in marketing, and how these influence the functioning of a business
LO2	Analyse the major theories and views that characterise international marketing and apply the core conceptual models and theories within international marketing to selected real world cases
LO3	Evaluate critically the major components of international marketing strategy
LO4	Analyse the range of strategic and tactical tools available to assist international marketing decision-making particularly in light of the digital age.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	There are no additional entry requirements for this module. The programme entry requirements apply. No pre-requisites or co-requisites apply.

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Module Content & Assessment			
Indicative Content			
Fundamentals of Marketing What is Marketing? What is Marketing (7 Ps and 7Cs of Marketing)? Marketing as a business function Market-orientation Marketing planning, strategies and decision making Delivering customer value			
Scope, Challenges and the Marketing Environment Theories of internationalisation Scope and challenges of international marketing Creating a value-driven strategy for the international consumer			
International Environments Analysing international environments including Political environments Legal environments Cultural environments and dynamics Consumer Behaviours and Trends			
Global Visions and Global Markets Developing a global vision Understanding/Engaging the international consumer Economic environments in the Americas Economic environments in Europe, Africa and the Middle East Economic environments in Asia-Pacific			
Channels, Marketing Communications and Pricing International channels (traditional channels and online/e-commerce) The promotional mix and integrated marketing communications (traditional media and social/digital channels) International pricing(understanding and capturing customer value in different markets)			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	
Non-Marked:	No		
Assessment Description: Internationalisation strategy project - students must create a marketing plan for taking a nationally focused business to an international market.			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	
Non-Marked:	No		
Assessment Description: Group CA: International Marketing case study with final presentation/poster.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description Learners must achieve an average of 40% overall across both pieces of assessment to achieve a passing grade. Where a learner fails to achieve 40% average overall, a second attempt is offered in the form of a written assignment which tests each of the learning outcomes. Should a learner fail this repeat assignment, then they must repeat the module.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Directed Learning	Directed e-learning	30	Per Semester	2.50
Independent Learning	Independent learning	65	Per Semester	5.42
Total Weekly Contact Hours				5.00

Module Resources	
<i>Recommended Book Resources</i>	
Hollensen, S. (2020), Global Marketing, 8th Ed. Pearson Education.	
<i>Supplementary Book Resources</i>	
Opresnik, M.O. and Hollensen, S. (2021), International Marketing: Principles and Practice: A management oriented approach, Independently Published.	
Cateora, P.R., Money, R.B., Gilly, M.C. and Graham, J.L. (2019), International Marketing, 18th ed. McGrawHill.	
Green, M. and Keegan, W. (2020), Global Marketing, 10th Ed. Global Edition, Pearson.	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Journal], Journal of International Marketing.</p> <p>[Journal], European Journal of Marketing.</p> <p>[Journal], Journal of World Business.</p> <p>[Website], Financial times.</p> <p>[Website], Irish Times.</p> <p>[Website], Forbes.</p> <p>[Website], Fortune Magazines.</p> <p>[Website], MarketingWeek.com.</p> <p>[Website], Business Source Complete.</p> <p>[Website], Academic Search Complete.</p> <p>[Website], Emerald Insight.</p> <p>[Website], Dawsonera e-books.</p> <p>[Website], Mintel.</p>	
Discussion Note:	