

Module Documentation



MARK08019

Global Marketing and Sales Strategy

Contents of this document are copyright of Galway Mayo Institute of Technology



MARK08019

Global Marketing and Sales Strategy

Short Title	Global Marketing & Sales		
Full Title	Global Marketing and Sales Strategy		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Monica Nielsen	Department	Business
Official Code	MARK08019	NFQ Level	08
		ECTS Credit	10

Module Description

Building on the fundamentals of marketing and sales, this module introduces the context of the global environment. The module examines the cultural, social, legal, political, economic and geographical dimensions of the global marketplace. Students will learn the scope and challenge of global marketing and sales, the dynamic environment of international trade, global opportunities and finally ways to adapt the global marketing and selling mix. The module aims to enhance students' understanding of the international sales process and give them the opportunity to develop sales strategies for international markets.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Critically evaluate the major macro-environmental factors affecting global markets.
2. Examine and adapt marketing and sales strategies to specific international market needs observing local constraints.
3. Demonstrate marketing and research abilities for strategic segmentation, targeting and positioning in overseas markets.
4. Critically examine how the key elements of the marketing and sales mix can be adapted for global markets.
5. Compare and contrast key issues regarding the selection, recruitment, training and development of an effective sales team
6. Evaluate the importance of sales channels, customer relationship management (CRM) systems and key account management (KAM) in global selling.
7. Prepare a marketing and sales plan for an international market

Teaching and Learning Strategies

Teaching and Learning Methodology

The module will be taught through a combination of lectures, class discussions, cases, videos and guest speakers. Case studies will be used to examine global marketing and sales in practice and students will be encouraged to read news papers and monitor current

developments on-line. The focus will be on the understanding of the theory and how it is applied in real business settings through use of examples and cases. Attendance at lectures is essential and use will be made of learn-on-line (Moodle) to communicate with students and for class notes. Students will be asked to bring to class relevant global marketing and sales articles and information to be discussed and shared in class.

Assessment Strategies

Assessment Methodology:

50% Continuous Assessment

50% Final Exam

Repeat Assessment Procedures

100% written exam

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Introduction to Global Marketing and Selling

Introduction to global marketing and sales concepts. Use the product/market matrix to explain the various ways a company can expand globally. Analyse the international sales process.

The Global Marketing and Sales Environment

The global economic and trade environment. Cultural and social considerations. The political, legal and regulatory environment. Describe the factors affecting global trade today.

Global Marketing Research and Identifying Target Markets

Global information systems and market research. Challenges in planning and conducting global marketing research. The research process. Segmenting and targeting new markets. Global market selection strategies. Market-entry strategies.

The Global Marketing Mix: Brand and Product Decisions

Global product decisions. Branding concepts. Standardization versus adaptation. Managing a global product line, The global product life cycle and new product development.

Global Pricing Decisions

Pricing concepts. Global pricing objectives and strategies. Pricing goods for cross border shipment. Currency fluctuations. Gray market goods, dumping and price fixing.

Global Distribution Channels.

Distribution channels. Evaluating, selecting and managing channel members and relationships. Management and co-ordination of international logistics.

Global Marketing Communication Decisions and Strategy.

The global promotional mix. Global advertising, Media decisions, Digital Marketing, PR and Publicity, Personal Selling and Sales Promotions. Integrated global communications campaigns.

Sales Process and Developing and International Sales Strategy

International selling and the process of going to market. The sales process and strategic role of selling in global markets. Entry to new markets and challenges involved. Developing international sales strategies, market choices and targets. Impact of culture on the sales process.

International Selling and Channel Management Characteristics of international sales people. Selecting, managing and motivating a global sales staff. Sales force structure. Planning international sales territories and setting sales quotas. Identifying elements of a key account. Developing a key account strategy. Using customer relationship management systems to support effective selling. **Sales Action Plan**

Sales forecasting. Structure and contents of a sales action plan. Selling tactics and strategies. Budgets and control.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	50 %
------------------------------------	------

End of Semester / Year Formal Examination	50 %
---	------

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Project	1,2,3,4,5,6,7	40	OnGoing
Multiple choice test	1,2,3,4	10	Week 8

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam	1,2,3,4,5,6	50	End of Term

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
------	----------	-------------	-------	-----------	----------------

Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
------	----------	-------------	-------	-----------	----------------

Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
------	----------	-------------	-------	-----------	----------------

Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
------	----------	-------------	-------	-----------	----------------

Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	2	Weekly	2.00
Seminar	Flat Classroom	Tutorial	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
------	----------	-------------	-------	-----------	----------------

Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Hair, Anderston, Mehta & Babin. (2015) Sales Management, South Western Cengage.

Hollensen, S. (2013) Global Marketing Management, John Wiley.

Jobber, D. & Lancaster, G. (2014) Selling and Sales Management, 9ed. Prentice Hall.

Czinoka, M. & Ronkainen, I. (2013) International Marketing, 10ed. South Western Cengage.

Kotabe, M. Helsen, K. (2013) Global Marketing Management, John Wiley.

Alon, I. (2013) Global Marketing: contemporary theory, practice and cases, Mc Graw Hill.

Lee, K. (2012) Global Marketing Management: changes, new challenges, and strategies. Oxford University Press.

Gillespie, K. (2011) Global Marketing, 3ed. South Western.

Cateora & Graham (2011.) International Marketing', 5nd Edition McGraw-Hill Higher Ed.

Module Alternate Book Resources

None

Module Other Resources

Provision for guest speakers and attendance at seminars.

Module URLs

www.euromonitor.com Euromonitor International

www.irishexporters.ie Irish Exporters Association

www.tandfonline.com Journal of Global Marketing

www.salesforce.com Salesforce

www.globalnegotiator.com Global Negotiator

www.mintel.com Global Market Research and Market Insights

www.cia.gov The World Fact book

www.eoy.ie EY Entrepreneur of the Year - International Category.

www.salesinstitute.ie The Sales Institute (Ireland)

Additional Information

None

ISBN BookList

Book Details

Warren J. Keegan 2013 *Global Marketing Management (8th Edition)* Prentice Hall
ISBN-10 0136157394 ISBN-13 9780136157397

Svend Hollensen 2013 *Global Marketing (6th Edition)* Prentice Hall
ISBN-10 027377316X ISBN-13 9780273773160

Masaaki (Mike) Kotabe 2014 *Global Marketing Management* Wiley
ISBN-10 1118466489 ISBN-13 9781118466483

Ilan Alon 2012 *Global Marketing: Contemporary Theory, Practice, and Cases*
McGraw-Hill/Irwin
ISBN-10 0078029279 ISBN-13 9780078029271

2013 *Gale Business Insights Handbooks of Global Marketing* GALE
ISBN-10 1414499280 ISBN-13 9781414499284

Approval Information

School Approval by Deirdre Lusby on 25-05-2015

Academic Council on 05-04-2016

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales