

# KOL7008BS: GLOBAL MARKETS AND ENTRY STRATEGIES

## 1. MODULE SUMMARY

### Aims and Summary

This module aims to provide students with the teaching and skills required to identify high potential markets for a company and its selected product(s) or service(s) and to create the best entry strategy within the target market(s). The module aims to enhance understanding of entry strategies for firms that are seeking new markets and helps to bridge the gap between theory and the real world of business.

This module organises learning around the creation of market entry projects that involve students in problem-solving, decision making, and investigative activities within the context of global business. It provides students with the opportunity to work relatively autonomously culminating in the production of reports that integrate managerial realism into the classroom.

### Module Size and credits

Module level	7
Credits	15
ECTS credits	7.5
Total student study hours	150
Total study weeks	12
Pre-requisites and co-requisites	None

## 2. TEACHING, LEARNING AND ASSESSMENT

### Intended Module Learning Outcomes

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

1. Critically analyse and evaluate a company's situation and its potential for international expansion.
2. Critically assess the business environment in various countries, including economic and financial institutions, business practices, regulatory systems, and culture.
3. Identify and critically evaluate a potential market for a specific organisation based on country screening methods.
4. Synthesise the learning from the above outcomes to determine the best entry mode strategy for the target country and develop a market entry strategy.
5. Develop effective communication skills to be able to present key results and recommendations for the selected company in its international expansion.

## Indicative Content

- Company Situation Analysis
- Analysis to determine an organisation's current position vis-à-vis international markets involving internal and external company analysis.
- Global Market Screening: Determining Market/Product Opportunities
- Identification of countries with the greatest market potential for the selected company's products or services.
- In-depth Market Analysis of Selected Countries
- Competitive analysis and identification of the best country market with the greatest potential for the company's products/service
- Entry Strategy and the Global Marketing Management Plan
- Development of an entry strategy for the target country with the objective to minimise the risks and maximise profits while entering or expanding the company's presence in global markets.
- Sustainability in the global marketplace.

## Teaching and Learning

Learning will be facilitated through a variety of methods such as lectures, seminars, workshops, online activities and group work. Students are expected to engage in both class-based and online activities and discussions. This module requires students to participate in additional guided reading and self-directed study to reinforce the learning gained from traditional lectures and seminars.

The content materials are delivered by lectures and seminars and is available at the beginning of each semester on Canvas under the Module folder. The lectures cover the theoretical aspects and contemporary issues of topic areas together with their practical application, using real-world examples, exercises, assignments, group work and discussions.

Seminars consist of specially designed topical exercises and discussion questions to enhance students' understanding of the subject matter. Company visits, guest lectures and, where relevant, computer-based training packages may be used to supplement the lectures and seminars and help to achieve the intended learning outcomes.

## Assessment Components

Component	Component Type (Core (P/F) / Applied Core (%))	Credits for this component	Learning Outcomes Assessed	Number of attempts allowed up to final deadline (Core Components only)
CW1	Applied Core	10	1, 2, 4, 5	
CW2	Applied Core	5	1, 2, 3, 4, 5	

## Details of Assessment Tasks

CW1: Individual Report (2,000 words). Assesses learning outcomes 1, 2, 4 and 5.

CW2: 20-minute group presentation (with groups of 2-4 students). Assesses learning outcomes 1, 2, 3, 4 and 5.

Composition of module mark:	CW1 10 credits and CW2 5 credits
Pass requirements:	CW1 must be at least 40% and CW2 must be at least 40% and module mark must be at least 40%.

## Method of Reassessment

Coursework as appropriate.

## 3. MODULE RESOURCES

### Essential Reading List

Kotabe, M., & Helsen, K. (2020). *Global Marketing Management* (8th ed.). New Jersey: John Wiley & Sons.

### Recommended Reading List

Recommended reading will be updated and detailed by the module leader.

George, S., & Janavaras, B. (2017) *Global Marketing Management Systems*. (2nd ed.). Singapore: World Scientific.

Glowik, M. (2020). *Market entry strategies: Internationalization theories, concepts and cases of Asian high-technology firms* (3rd ed.). De Gruyter.

Goncalves, M., & Alves, José. (2021). *Doing business in emerging markets: Roadmap for success*. (3rd ed.). Sage Publications Ltd.

Rogmans, T. (2012). *The emerging markets of the Middle East strategies for entry and growth*. (1st ed.). New York: Business Expert Press.

Schorsch, M. (2009). *Market entry strategies for Russia a comprehensive survey based on expert interviews*. (1st ed.). Hamburg: Diplom.de.

An annually updated reading list including a list of other recourses such as contemporary Journal articles, reports and blogs will be provided.

In addition, students will be expected to carry out independent research to explore topics within contemporary publications in order to broaden their knowledge and understanding beyond the core content delivered in lectures.

## **Required Equipment**

No special equipment needed.

## **Date of Approval**

NOV 2022