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## MODULE DESCRIPTOR

### Module Title

International Marketing

Reference	BS4222	Version	7
Created	February 2017	SCQF Level	SCQF 10
Approved	July 2013	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

### Aims of Module

The aim of this module is to provide students with a deep understanding and critical awareness of the principles and practice of international marketing.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically analyse the models of marketing in an international context.
- 2 Critically assess the steps in the international marketing process.  
Analyse in detail the environments of international marketing, the impact of culture, the assessment of international market opportunities, the difficulties in international market research and the international marketing mix.
- 4 Critically analyse the range of skills necessary to develop a marketing strategy for international markets.
- 5 Critically evaluate international marketing problems by applying insights into strategic and operational decision-making.

### Indicative Module Content

International Marketing Environment - The demographic; the political and legal environment; the technological environment; the financial environment. Analysing International Marketing Opportunities - Screening international marketing opportunities; International buyers. International and Marketing Research - International information system; the research process and research techniques. International Market Entry Strategies - Exporting; Foreign production; ownership strategies; preparing an entry strategy analysis; Exit strategies and Re-entry strategies. International Marketing Mix - International product decisions; International promotion decisions and International distribution strategies. International Marketing Organisation and Control - Organising international marketing; Planning and controlling international marketing.

### Module Delivery

This module is a lecture based course supplemented with tutorials, delivered by mixed Lecture/Tutorial sessions - and student centred learning which takes the form of directed reading and independent research to support the tutorial work.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	39	39
Non-Contact Hours	111	111
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Examination	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Three-hour closed book examination				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Examination - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None in addition to SCQF Level 10 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- DOOLE, I. and LOWE, R., 2012. *International marketing strategy: analysis, development and implementation*. 6th ed. Andover: Cengage Learning.
- HOLLENSSEN, S., 2011. *Global marketing: a decision-oriented approach*. 5th ed. Harlow: Financial Times Prentice Hall. *ebook*