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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.
- 3 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.

<b>Indicative Student Workload</b>	Full Time	Part Time
Contact Hours	39	39
Non-Contact Hours	111	111
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
<b>TOTAL</b>	<b>150</b>	<b>150</b>
<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*