

MODULE DESCRIPTOR

Module Title

International Marketing

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|-----------|------------|-------------|---------|
| Reference | BS4222 | Version | 8 |
| Created | April 2018 | SCQF Level | SCQF 10 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | June 2018 | 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 different 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.

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: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4, 5

Description: Individual Time-limited Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

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

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

Module Requirements

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|--------------------------|-------|
| Prerequisites for Module | None. |
| Corequisites for module | None. |
| Precluded Modules | None. |

INDICATIVE BIBLIOGRAPHY

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