

## MODULE DESCRIPTOR

### Module Title

International Marketing			
Reference	CB4222	Version	2
Created	February 2024	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	April 2024	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 environment; the political and legal environment; the technological environment; the financial environment. Analysing of International Marketing Opportunities - Screening international marketing opportunities; International Marketing Research - International information systems; the international 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 communication and pricing strategies and international distribution strategies. Organising international marketing; Planning and controlling international marketing. The above are considered in line with the changing business contexts, whilst addressing the need for both digital integration and appreciation of ethical, sustainable and social issues. It engages students with UNESCO's Education for Sustainable Development Anticipatory, Strategic, Systems-thinking and Integrated Problem-solving competencies in terms of developing new global offerings and markets.

### 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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

### Module Requirements

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., 2020 - Global marketing, 8th ed. Pearson Higher Education.
- 3 CZINKOTA M., RONKAINEN I., and CUI A., 2022 - International Marketing: (11th edition), South-Western College Publishing.
- 4 DOOLE I., 2012 - International Marketing Strategy: Analysis, Development and Implementation, 6th edition, Cengage Learning EMEA.