



**Level 6 Advanced Diploma in Marketing (881)**  
**145 Credits**






<b>Unit:</b> International Marketing	<b>Guided Learning Hours:</b> 320
<b>Exam Paper No.:</b> 2	<b>Number of Credits:</b> 32
<b>Prerequisites:</b> Basic marketing knowledge.	<b>Corequisites:</b> A pass or higher in Diploma in Marketing or equivalence.
<p><b>Aim:</b> This unit enable learners explore the international marketing for UK products, and analyse the increasing competitive international environment and recent changes in the environment that have challenged UK business. The unit examine concepts of entry-level marketing business, functions in an international marketing environment - marketing management problems, techniques and strategies needed to apply the marketing concept to the world marketplace. Understanding a country's cultural and environmental impact on the marketing plan is emphasised, as well as competing in markets of various cultures. Worldwide consumerism, economic and social development, the spread of multinational corporations, business ethics, and current economic and marketing issues are examined. Utilising fundamental marketing techniques, learners learn to develop strategies appropriate to a dynamic and challenging global market arena. Learners concentrate on the techniques of entering foreign markets, conducting market research studies, and the development of product, pricing, promotion, and distribution policies and strategies for global markets.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The unit requires a combination of lectures, demonstrations and class discussions.	
<p><b>Intended Learning Outcomes:</b></p> <p>1 Theories of international trade, the multinational enterprises and why global market is imperative.</p> <p>2 The inter-twined cultural, multinational corporations, regional economic arrangements and the effects of information technology in the global economic environment.</p> <p>3 The development of today's international monetary system, foreign exchange rates, balance of payments and the historical role of the US\$.</p> <p>4 Social pressures, political risks, individual governments, national boundaries, international agreements and international law faced by international markets.</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Describe management of international trade</p> <p>1.2 Outline the stages in the evolution of global marketing</p> <p>1.3 Describe the effects of international trade on firms and individuals</p> <p>1.4 Describe target marketing</p> <p>2.1 Identify the current leading exporters and importers in World Trade</p> <p>2.2 Describe the factors influencing a country's competitiveness</p> <p>2.3 Explain why culture is one of the most challenging elements in international marketplace</p> <p>2.4 Outline the relationship between culture and buying behaviour</p> <p>3.1 Describe the history of the monetary mechanism</p> <p>3.2 Explain the factors which influence foreign exchange rates</p> <p>3.3 Describe the rules governing foreign investment</p> <p>3.4 Analyse the different levels of economic integration</p> <p>4.1 Demonstrate how government affects every aspect of business line in a country</p> <p>4.2 Compare and contrast (i) local political and legal environment (ii) international</p>

	<p>political and legal environment</p> <p>4.3 Describe determinants for export controls</p> <p>4.4 Describe the process of global market research</p> <p>4.5 Compare international vs domestic research</p> <p>4.6 Identify the reasons and approaches for international market segmentation</p> <p>4.7 Compare standardisation vs adaption</p> <p>4.8 Describe global marketing strategy</p> <p>4.9 Outline global market entry strategy</p> <p>4.10 Describe international channel distribution strategies</p> <p>4.11 Demonstrate the extent and complexity of global sourcing strategy</p>
<p>5 The development of new products for the global market strategies for business (no matter what size it is) and the benefits.</p>	<p>5.1 Describe how to design a global new product policy</p> <p>5.2 Explain extension, adaptation and invention strategies</p> <p>5.3 Describe the role of economics, culture, innovativeness for international new products</p> <p>5.4 Explain global branding strategies</p> <p>5.5 Describe the global product development process</p> <p>5.6 Outline the role played by the International Trade Institutions</p> <p>5.7 Analyse the main drivers affecting global pricing</p> <p>5.8 Explain why companies countertrade and the different forms of countertrade</p>
<p>6 Global media decisions, advertising regulations and the strategies in choosing an advertising agency.</p>	<p>6.1 Describe the cultural challenges faced in global marketing</p> <p>6.2 Analyse the regulation of the international services marketing</p> <p>6.3 Describe strategic implications of international services marketing</p> <p>6.4 Explain the international marketing communication process and the issues affecting the negotiation process</p> <p>6.5 Outline the differences between international sales manager and international marketing manager</p> <p>6.6 Be able to design a global promotional strategy</p>
<p>7 The global logistics supply chain management and distribution channels used in international markets.</p>	<p>7.1 Describe how distance, exchange rate, foreign intermediaries, regulations and security factors contribute to complexity and cost of global logistics</p> <p>7.2 Examine, analyse and debate if ecommerce affects distribution</p> <p>7.3 Describe Just in time (JIT) and Efficient Consumer Response (ECR) logistic management techniques</p> <p>7.4 Outline how efficient supply chain management saves money</p>

<p>8 The global strategic marketing planning, organisational design and control of marketing operations.</p>	<p>7.5 Analyse international transportation issues</p> <p>7.6 Describe direct and indirect exporting and the role of governments in promoting exports</p> <p>8.1 Explain the areas covered by global strategic marketing plan and issues that can go wrong</p> <p>8.2 Describe the structures and control mechanisms needed to operate internationally</p> <p>8.3 Describe the market, cost, environmental and competitive globalisation factors</p> <p>8.4 Describe the impact of the Internet on global marketing activities</p> <p>8.5 Describe (i) international marketing (ii) international financial (iii) technological environments</p>
<p><b>Methods of Evaluation:</b> A 3-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in International Marketing with a weighting of 100%.</p>	

### Recommended Learning Resources: International Marketing

<p><b>Text Books</b></p>	<ul style="list-style-type: none"> <li>• International Marketing by Pervez Ghauri , Graham Cateora. ISBN-10: 0070598797</li> <li>• International Marketing by Michael R. Czinkota , Illka A. Ronkainen. ISBN-10: 0324361157</li> <li>• International Marketing: A Global Perspective by Hans Muhlbacher , Helmuth Leihls , Lee Dahringer. ISBN-10: 1844801322</li> </ul>
<p><b>Study Manuals</b></p> 	<p>BCE produced study packs</p>
<p><b>CD ROM</b></p> 	<p>Power-point slides</p>
<p><b>Software</b></p> 	<p>None</p>