

Higher National Unit Specification

General information for centres

Unit title: International Marketing: The Mix

Unit code: DG6N 35

Unit purpose: This Unit is designed to provide candidates with the knowledge and understanding of the differences in the application of the marketing mix, to comply with the diverse regulations and preferences of international markets.

On completion of this Unit the candidate should be able to:

1. Analyse methods available for an organisation to produce an international marketing mix.
2. Research and present suitable methods for producing an international marketing mix that meets a specified brief.

Credit value: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Access to the Unit is at the discretion of the centre. However, it would be beneficial if the candidate has prior knowledge in the basic concepts of International Marketing. It would also be beneficial if the candidate had competence in communications. These recommendations may be demonstrated by possession of:

- ◆ Core Skill Communications at Intermediate 2
- ◆ International Marketing: An Introduction (DG6M 34) or equivalent

Core skills: There may be opportunities to gather evidence towards Core Skills in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a group award, it is recommended that it should be taught and assessed within the subject area of the group award to which it contributes. This Unit may also be offered as part of other Higher National Programmes.

General information for centres (continued)

Assessment: This Unit will be assessed by separate assessment for each Unit Outcome. Each instrument of assessment will take the form of a set of structured questions based on a case study or other piece of stimulus material. Ideally, the same case study/stimulus material will be used in the assessment of Outcomes 1 and 2. All assessments will be completed under controlled conditions. The assessment will require the candidate to relate international marketing mix theory to specific situations and should not simply ask them to reproduce standardised facts.

Candidates will be given the case study/stimulus material but they will not see the questions in advance. Each assessment will be approximately two hours.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Analyse methods available for an organisation to produce an international marketing mix.

Knowledge and/or skills

- ◆ Product adaptation versus standardisation
- ◆ Pricing decisions for international markets
- ◆ Promotional mix for international markets
- ◆ Channels distribution of products in international markets

Evidence requirements

To achieve this Outcome each candidate must provide evidence that demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that she/he can:

- ◆ identify product adaptation techniques suitable for international market entry
 - *cultural requirements*
 - *foreign preference requirements*
- ◆ identify pricing methods applicable to international market
 - *ethnocentric pricing (standardised)*
 - *geocentric pricing (global strategy best of both worlds)*
 - *polycentric pricing (adaptation)*
- ◆ identify suitable promotional tools for use in an international market situation
 - *advertising*
 - *personal selling*
 - *public relations*
 - *sales promotion*

Higher National Unit specification: statement of standards (cont)

Unit title: International Marketing: The Mix

- ◆ identify product distribution channels suitable for international markets:
 - *wholesaler*
 - *agent*
 - *joint venture with foreign company*

Assessment guidelines

Outcome 1 will be assessed by a set of structured questions, based on a case study or other piece of stimulus material. The case study/stimulus material should encourage the candidate to relate his/her knowledge and skills in identifying decisions relevant to the international marketing mix.

The assessment will be completed under restricted open-book conditions. (Restricted open-book conditions mean that the candidates are allowed access to a limited amount of materials, for example, an A4 sheet of notes.)

As the Outcome is being assessed in an holistic way, it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject. It is not necessary for a candidate to provide evidence of every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From the group of italicised items a minimum of one item must be sampled and evidence must be provided for at least one of these areas.

Sampling opportunities also exist within the italicised evidence requirements. For example, for Outcome 1, the candidate would be expected to identify product adaptation techniques and then, in addition, be required to cover one of the italicised points.

The items in normal type are essential to an understanding of the factors affecting the design of an international marketing mix. Different sets of questions based on the same case study/stimulus material can sample different areas of knowledge and skills, whilst at the same time the same or similar questions might be used in conjunction with alternative case studies/stimulus materials. This gives the assessor a variety of materials which can be mixed and matched to allow for sampling and for re-assessment.

It is envisaged that the response in this assessment would be a total of c.1200 to 1500 words, elicited from four or five structured questions — but the final decision regarding the number of questions is at the discretion of the individual centre.

Higher National Unit specification: statement of standards (cont)

Unit title: International Marketing: The Mix

Although it is suggested that candidates should be given two hours to complete the assessment, this is only an approximate figure. The time allowed need not be adhered to as rigidly as one would expect in a formal examination situation. It is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate will be at the discretion of the individual centre.

Outcome 2

Research and present suitable methods for producing an international marketing mix that meets a specified brief.

Knowledge and/or skills

- ◆ Acceptable product for a specified international market
- ◆ A promotional plan suitable for the specified international market
- ◆ Suitable distribution systems for the specified international market
- ◆ A pricing policy suitable for the market entry strategy for the specified international market

Evidence requirements

To achieve this Outcome each candidate must provide evidence, which demonstrates his/her knowledge and/or skills.

Each candidate must provide evidence to show that he/she can:

- ◆ identify product modifications applicable to a specified international market
 - *packaging*
 - *design*
 - *content*
- ◆ produce a promotional plan for a product in the specified international market
 - *socio economic*
 - *psychographic*
 - *geo-demographic*
 - *community*
 - *suppliers*
 - *distributors*
 - *sponsorship, point of sale*
 - *exhibition*
 - *sales literature*

Higher National Unit specification: statement of standards (cont)

Unit title: International Marketing: The Mix

- ◆ outline a suitable distribution network for the product in the specified international market
 - *selective distribution*
 - *exclusive*
 - *intensive*
- ◆ outline the pricing strategy for the product in a specified international market
 - *price skimming*
 - *penetration pricing*
 - *cost plus pricing*
 - *other acceptable practices*

Assessment guidelines

Outcome 2 will be assessed by a set of structured questions, based on a case study or other piece of stimulus material. The case study/stimulus material should encourage the candidate to demonstrate his/her knowledge and/or skills in designing a marketing mix for an international market. Candidates should understand when the elements of the marketing mix could be standardised or when it would have to be adapted to compete in terms of product acceptability, price, etc as well as other conditions — for example, satisfying legal, cultural and/or economic conditions that might exist in a potential international market.

As the Outcome is being assessed in an holistic way it is not necessary for the candidate to provide evidence of all areas of knowledge and skills. It is suggested that the assessment be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but still be satisfied that the candidate has a sound understanding of the whole subject. It is not necessary for a candidate to provide evidence of every single item listed in the evidence requirements. The items in normal type are mandatory, but it is not essential to provide evidence for each of the italicised items. From the group of italicised items a minimum of one item must be sampled and evidence must be provided for at least one of these areas.

Sampling opportunities also exist within the italicised evidence requirements. For example, for Outcome 2, the candidate would be expected to outline the pricing strategy recommended and then, in addition, be required to cover one of the italicised points.

The items in normal type are essential to an understanding of the factors affecting the design of an international marketing mix. Different sets of questions based on the same case study/stimulus material can sample different areas of knowledge and skills, whilst at the same time the same or similar questions might be used in conjunction with alternative case studies/stimulus materials. This gives the assessor a variety of materials which can be mixed and matched to allow for sampling and for re-assessment.

It is envisaged that the response in this assessment would be a total of c.1200 to 1500 words, elicited from four or five structured questions, but the final decision regarding the number of questions is at the discretion of the individual centre.

Higher National Unit specification: statement of standards (cont)

Unit title: International Marketing: The Mix

Although it is suggested that candidates should be given two hours to complete the assessment, this is only an approximate figure. The time need not be adhered to as rigidly as one would expect in a formal examination situation. The time allowed is merely indicative and it is accepted that some candidates may require a little longer to complete the assessment. A flexible and pragmatic approach is encouraged and any additional time given to a candidate will be at the discretion of the individual centre.

Administrative Information

Unit code:	DG6N 35
Unit title:	International Marketing: The Mix
Superclass category:	BA
Date of publication:	August 2004
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Higher National Unit specification: support notes

Unit title: International Marketing: The Mix

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit provides an opportunity to build on the skills of International Marketing: An Introduction (DG6M 34) and also provides an insight into the aspects of the differences in markets abroad.

This Unit forms part of Higher National programmes. Candidates who wish to progress to a university degree or enhance their employment prospects in international marketing could also undertake this Unit.

Awareness of international differences is critical to the success of international marketing campaigns, therefore this Unit is designed to stress the dangers of self-reference criterion (i.e. *thinking that all markets respond in the same way as the home market*) and to emphasise the dangers of complacency when addressing the marketing mix internationally.

Guidance on the delivery and assessment of this Unit

It is envisaged that an integrated approach to teaching the Unit will be adopted whereby the candidates will appreciate the strong link that exists between International Marketing: An Introduction (DG6M 34) and the International Marketing: The Mix (DG6N 35). Although both these Units can stand alone, it is essential the candidates are aware of the implications and diversity that exist for organisations in international markets. Many established companies have undergone costly experiences through the lack of understanding of the diversities that exist in foreign markets.

It is anticipated that this Unit may be delivered to a variety of candidate groups and, wherever possible, teaching and research should be slanted towards their individual needs. The latest materials and examples from current and business practice should be used to highlight and illustrate the differences between nations.

In addition to the classroom explanations and discussions that this Unit provides, candidates should be encouraged to make use of the relevant academic websites to gather information for themselves. Direction may be required on the location of useful information sources, however candidates should be encouraged to use their initiative to discover the other various sources of information available.

Higher National Unit specification: support notes (continued)

Unit

Open learning

If the Unit is delivered by open distance learning methods, additional resources will be required for candidate support, assessment and quality assurance. For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning* (SQA, February 2001 — publication code A1030).

Special needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. Special needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering special alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Special Assessment Arrangements* (SQA, 2001).

General information for candidates

Unit title: International Marketing: The Mix

This Unit is intended for candidates who are taking the qualifications at Higher National level in conjunction with other HN Units.

It provides an opportunity to attain skills of the International Marketing Mix, as well as an understanding of the diversity of the international markets to which a company may wish to enter. It also provides an insight of how an organisation, with the necessary knowledge of the diversity in international markets, can remain competitive by tailoring the international mix to a chosen market when necessary.

The Unit will be assessed by a set of structured questions based on a case study or stimulus material. This Unit would be useful to candidates who wish to progress to a university degree or enhance their employment prospects within a marketing organisation.

However, before undertaking this Unit, it is strongly recommended that candidates should obtain other Marketing Units, in particular, International Marketing: An Introduction (DG6M 34), to ensure an awareness of current events in marketing for both domestic and international markets.