



Higher National Unit specification

General information

Unit title: International Marketing: An Introduction (SCQF level 7)

Unit code: H8PD 34

Superclass: BA

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Unit purpose

This Unit aims to develop skills and knowledge of learners interested in international marketing and the challenging environment in which international trade takes place. This covers relevant sources of information; opportunities and threats in international markets; a range of marketing techniques applicable to different international markets; and evaluating methods of accessing foreign markets. This is a stand-alone Unit which also appears in a range of HN awards where marketing/international marketing are appropriate subjects. It gives learner an understanding of the subject as a whole and it could serve as a stepping stone to more in depth study of international markets, eg the HN Unit F7R335 *International Marketing: The Mix* at SCQF level 8.

Outcomes

On successful completion of the Unit the learner will be able to:

- 1 Explain the criteria used for international market selection
- 2 Evaluate methods used for assessing international markets

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 SCQF credit points at SCQF level 7)

Recommended entry to the Unit

Access to the Unit is at the discretion of the centre; however it would be helpful if learners had *Communication Skills* at SCQF level 5. It is strongly recommended that learners have some knowledge and understanding of basic concepts of marketing, eg Units such as *Marketing: An Introduction* at SCQF level 7 or equivalent.

Higher National Unit specification: General information (cont)

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Core Skills

Opportunities to develop aspects of Core Skills are highlighted in the Support Notes for this Unit specification.

This Unit has the Critical Thinking component of Problem Solving embedded in it. This means that when candidates achieve the Unit, their Core Skills profile will also be updated to show they have achieved Critical Thinking at SCQF level 6.

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.

Equality and inclusion

This Unit Specification has been designed to ensure that there are no unnecessary barriers to learning or assessment. The individual needs of learners should be taken into account when planning learning experiences, selecting assessment methods or considering alternative evidence.

Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

Higher National Unit specification: Statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

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. Learners 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

Explain the criteria used for international market selection.

Knowledge and/or Skills

- ◆ Information sources for the selection of international markets
- ◆ Sources of international market information
- ◆ International markets in terms of political, economic, sociological, technological, environmental and legal (PESTEL) factors
- ◆ International market selection process

Outcome 2

Evaluate methods used for assessing international markets.

Knowledge and/or Skills

- ◆ Entry methods for international markets
- ◆ Decision criteria for entry to international markets

Evidence Requirements for this Unit

Learners will need to provide evidence to demonstrate their Knowledge and/or Skills across all Outcomes by showing that they can:

- ◆ Explain and justify reasons for entering international markets.
- ◆ Describe **two** information sources on international markets.
- ◆ Outline opportunities and threats in international markets using **three** PESTEL factors.
- ◆ Explain an international marketing selection process.
- ◆ Evaluate a range of methods of accessing international markets.
- ◆ Explain and justify decision making criteria for accessing the chosen international market(s).

Learners must generate evidence which relates and applies international marketing theory and knowledge to organisational situation/context.

Assessment will be under open-book conditions. An integrative approach to assessment is encouraged as there are opportunities to integrate the assessment for Outcomes 1 and 2. However, separate assessment covering each Outcome could also be used.



Higher National Unit Support Notes

Unit title: International Marketing: An Introduction

Unit Support Notes are offered as guidance and 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 attain core knowledge of international marketing and an understanding of the international environment in which international trade takes place. This Unit forms part of HN Group Awards. It could also be taken by learners wishing to progress to a university degree, or enhance their employment prospects in the field of marketing.

It gives learners an insight into the reasons why organisations become involved in international marketing, as well as the information and process required to evaluate potential overseas markets. It looks at the different methods of market entry and the decision criteria used when assessing methods of entry. Content of this Unit should include:

- ◆ Reasons for considering entry to international markets such as:
 - Home market saturation
 - Factors relating to product life cycle
 - Expansion into larger markets abroad
- ◆ Information sources on international markets
 - Government trade promotion bodies
 - Official Government Statistics
 - Chambers of Commerce
- ◆ Opportunities and threats in international markets
 - Political factors
 - Economic Factors
 - Sociological factors
 - Technological factors
 - Legal factors
 - Environmental factors
- ◆ International selection process
 - The stages of a market selection process could include collection and screening of information from a variety of sources; selection of top scoring countries; application of secondary screening criteria; selection of best countries to enter and decisions on mode of entry, segmentation, targeting, appropriate marketing mix, etc.
- ◆ Methods of entry to international markets such as:
 - Direct and indirect exporting
 - Joint venture
 - Direct overseas investment

Higher National Unit: Support Notes (cont)

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- ◆ The decision making criteria for accessing international markets such as:
 - Monetary exchange rates
 - Speed of implementation
 - Cost factors
 - Flexibility limitations
 - Risk factors

- ◆ The stages of the international marketing selection process

It would be advantageous for learners to be aware of current events in the international environment and how such events might affect an organisation or the country to which an organisation may wish to enter.

Guidance on approaches to delivery of this Unit

It is envisaged that an integrated approach to teaching the Unit will be adopted whereby the learners will appreciate the strong link that exists between the two Outcomes.

The latest materials and examples from current international marketing and business should be used to illustrate and highlight international marketing practice.

In addition to exposition, explanation and discussion, learners should be given the opportunity to gather research information by themselves and they should be encouraged to make use of relevant academic websites and other on-line resources.

Input from guest speakers and current marketing practitioners are encouraged whenever possible and practicable, as well as videos, exercises, case studies and other stimulus materials.

It is envisaged that the Unit may be delivered to a variety of learner groups and whenever possible the teaching should be tailored towards their individual needs.

Guidance on approaches to assessment of this Unit

Evidence can be generated using different types of assessment. The following are suggestions only. There may be other methods that would be more suitable to learners.

Centres are reminded that prior verification of centre-devised assessments would help to ensure that the national standard is being met. Where learners experience a range of assessment methods, this helps them to develop different skills that should be transferable to work or further and higher education.

In order to achieve the Unit, learners are required to present sufficient evidence that demonstrates their Knowledge and/or Skills relating to the Evidence Requirements of each Outcome.

Higher National Unit: Support Notes (cont)

Unit title: International Marketing: An Introduction

Assessment will be completed under open-book conditions. An integrative approach to assessment is encouraged as there are opportunities to integrate the assessment for Outcomes 1 and 2. However, separate assessment covering each Outcome could be used.

Learners could be given appropriate scenario(s) in the form of case studies or other stimulus material, and then answer extended response questions based on the Evidence Requirements of both Outcomes — ie explain reasons for entry into an international market; explain the method and process of selecting potential markets; and evaluate decision-making criteria for methods of market entry.

The assessments therefore require the learner to relate and apply international marketing theory to business situations.

Additional guidance to assist assessors:

For Outcome 1

Based on appropriate case study or stimulus materials:

- ◆ Learners are required to explain reasons for considering entry to international markets (eg as home market saturation, factors relating to product life cycle and expansion into larger markets abroad).
- ◆ Learners must describe two sources of information on international markets and three PESTEL factors when assessing opportunities and threats in international markets.
- ◆ The stages of a market selection process should be explained.

For Outcome 2

Using the same case study or stimulus material used for Outcome 1:

- ◆ Learners should explain and evaluate methods of entry to international markets (eg direct and indirect exporting, joint venture and direct overseas investment) before identifying an entry method appropriate to the case study/stimulus materials.
- ◆ Learners should explain the decision-making criteria for accessing international markets (eg such as monetary exchange rates, speed of implementation, cost factors, flexibility limitations and risk factors).
- ◆ Learners should identify the decision-making criteria that would be most suitable for entry to the chosen international market

Assessment could take the form of extended response questions and be answered with a report, completed by the learner in a combination of centre and self-study time. Other forms of evidence could include presentation(s); poster(s) use of wikis, blogs, social media, etc.

Opportunities for e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or social software. Centres which wish to use e-assessment must ensure that the national standard is applied to all learner evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. The most up-to-date guidance on the use of e-assessment to support SQA's qualifications is available at www.sqa.org.uk/e-assessment.

Higher National Unit: Support Notes (cont)

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Opportunities for developing Core and other essential skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill None

Core Skill component Critical Thinking at SCQF level 6

The following table gives some examples of the opportunities for developing Core Skills within this Unit.

Core Skill	SCQF level	Opportunities for development
Communication		
Written Communication (Reading)	level 6	Learners are expected to read and understand complex written information and to apply theoretical international marketing concepts to a case study or stimulus material. They must extract, summarise and provide explanation of significant information and supporting detail related to international marketing.
Written Communication (Writing)	level 6	Learners providing written evidence to meet the Evidence Requirements for both Outcomes, respond to questions where they have to produce well-structured and clear responses addressing the Evidence Requirements. This could include written work which presents, analyses and evaluates a substantial body of information on international marketing and complex environment that international trade operates in.
Problem Solving		
Critical Thinking	level 6	Learners have to analyse the complex issue of international marketing related to a specific business context by explaining reasons for considering entry to specific international markets, outline relevant sources of information, consider PESTEL factors and undertake SWOT analysis.
Reviewing and Evaluating	level 6	In Outcome 2 the learner will use <i>Problem Solving</i> skills to review and evaluate a range of methods of accessing international markets, draw conclusions and justify decision making criteria for accessing particular international markets related to a specific business context.

Higher National Unit: Support Notes (cont)

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Core Skill	SCQF level	Opportunities for development
Information and Communication Technology (ICT) Accessing Information	level 5	Learners may use <i>Information and Communication Technology (ICT)</i> to independently and responsibly access information regarding international trade and international marketing. They can carry out searches for information on this complex area of marketing using a range of electronic sources. They also have to evaluate the information sources using the given criteria (ie a specific business context).

History of changes to Unit

Version	Description of change	Date

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General information for learners

Unit title: International Marketing: An Introduction

This section will help you decide whether this is the Unit for you by explaining what the Unit is about, what you should know or be able to do before you start, what you will need to do during the Unit and opportunities for further learning and employment.

This Unit aims to give you an understanding of international trade and the challenging environment in which international trade takes place. This will include reasons for entering international markets, information sources, the process of selecting potential markets, and the different methods and decision criteria used for entry to international markets.

This is a stand-alone Unit which also appears in a range of HN awards where marketing/international marketing are appropriate subjects. If you achieve this Unit, you will be able to:

- ◆ Explain the criteria used for international market selection.
- ◆ Evaluate methods used for assessing international markets.

And it is important that you relate international marketing theory and knowledge to the business context.

More details on specific assessment arrangements for this Unit will be provided by your tutor/assessor but you are likely to be required to provide responses to case study materials provided.

Within the Unit, there may be opportunities to develop Core Skills in *Problem Solving*, *Communication*, and *Information and Communication Technology (ICT)*.

To undertake this Unit, it would be helpful if you had *Communication Skills* at SCQF level 5 and it is recommended that you have knowledge and understanding of basic concepts of marketing, eg HN Unit such as *Marketing: An Introduction* at SCQF level 7 or equivalent.

On achievement of this Unit, you could progress to Units which cover more in-depth study of international marketing and is also useful if you wish to progress to a degree course or employment in the marketing sector.