

Higher National Unit Specification

General information for centres

Unit title: International Marketing

Unit code: DV8K 35

Unit purpose: This Unit is designed to provide candidates with knowledge, of the techniques of international marketing.

On completion of this Unit the candidate will be able to

- 1 Explain the role and benefits of international marketing.
- 2 Apply the techniques used for international market selection.
- 3 Explain the different methods of accessing international markets.
- 4 Produce a marketing plan for a chosen international market.

Credit points and level: 2 HN Credit at SCQF level 8: (16 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 had good communication skills and prior knowledge in the basic concepts of marketing. This may be verified by the possession of:

- ◆ Core skill Communications at SCQF level 5
- ◆ Marketing: An Introduction (DEC 34) or equivalent

Core Skills: There are opportunities to develop the Core Skills of Information Technology at SCQF level 5 and Communication and Problem Solving at SCQF level 6 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.

General information for centres (cont)

Assessment: The Unit may be assessed by a single assessment closed-book assessment for Outcomes 1 and 3 and a project used to assess Outcomes 2 and 4. In order to achieve the Unit, candidates are required to present sufficient evidence that demonstrates his/her knowledge and/or skills relating to each Outcome.

This Unit may be assessed by evidence which demonstrates that the candidate is able to explain international marketing and provide an analysis of several different foreign markets which would be advantageous for an organisation to enter. The assessment for Outcomes 2 and 4 requires an analysis of several different potential markets identified by the tutor and the choice of a suitable target market. Candidates are required to provide a justification of the suitability of a specific market chosen through a process of elimination.

Details of the exact requirements are given for each Outcome. The assessments may be completed under open-book conditions and require the candidates to relate international marketing theory to business situations and should not simply ask them to regurgitate facts.

The assessment project for Outcomes 2 and 4 may be undertaken through a combination of centre time and self study and requires the completion of a report of approx 2,500–3,000 words.

Higher National Unit specification: statement of standards

Unit title: International Marketing

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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

Explain the role and benefits of international marketing

Knowledge and/or skills

- ◆ Definition of international marketing
- ◆ Rational for international expansion
- ◆ Benefits to an organisation of international development

Evidence Requirements

To achieve this Outcome, candidates must provide evidence which demonstrates their knowledge and/or skills. Candidates must provide evidence to show that they can:

- ◆ define international marketing.
- ◆ identify and explain **three** reasons for international expansion
- ◆ explain **three** benefits to an organisation of international marketing

Assessment guidelines

This Outcome may be assessed by a closed-book assessment. The questions should cover what international marketing is and why organisations carry it out.

Outcome 2

Apply the techniques used for international market selection

Knowledge and/or skills

- ◆ Information sources for international market selection
- ◆ Selection techniques
- ◆ International marketing opportunities

Higher National Unit specification: statement of standards (cont)

Unit title: International Marketing

Evidence Requirements

To achieve this Outcome candidates must provide evidence which demonstrates their knowledge and /or skills. Candidates must provide evidence to show that they can:

- ◆ identify and collect information from various sources of information required for international marketing selection
- ◆ apply specific selection techniques covering a minimum of **four** countries, including:
 - primary selection techniques
 - secondary selection techniques
- ◆ identify specific international marketing opportunities for an organisation, justified by the research undertaken

Assessment guidelines

This Outcome may be assessed within a single project covering Outcomes 2 and 4. The report encourages candidates to relate the techniques used in international marketing to suitable business situations. In doing so, it should be possible to generate evidence that indicates that the candidate understands, and can apply, market selection techniques used in international marketing

The report should include market research data, selection techniques and the selection of international opportunities. It may be completed in candidates' own time.

Assessment should encourage candidates to relate their knowledge to a particular business situation.

Outcome 3

Explain the different methods of accessing international markets

Knowledge and/or skills

- ◆ Methods of entry to different international markets
- ◆ Comparisons of methods used to access international markets
- ◆ Selection criteria for methods of entry

Evidence Requirements

To achieve this Outcome candidates must provide evidence which demonstrates their knowledge and/or skills. Candidates must provide evidence to show that they can:

- ◆ explain and compare methods of entry appropriate for international markets covering:
 - direct exporting
 - indirect exporting
 - joint venture
 - foreign direct investment (FDI)
- ◆ explain **four** selection criteria that could be used to select methods of entry to international markets

Higher National Unit specification: statement of standards (cont)

Unit title: International Marketing

Assessment guidelines

The project report encourages candidates to relate the techniques used in international marketing to suitable business situations. In doing so, it should be possible to generate evidence that indicates that candidates can relate the techniques used in international marketing to suitable business situations - together with the evidence for Outcome 1, where candidates apply market selection techniques and entry strategies suitable for international marketing.

The second part of the report covers market selection and entry strategies and may be completed under open-book conditions. Open-book conditions means that the candidate are allowed access to any materials. A wide range of sources should be used, including the internet.

Assessment should encourage candidates to relate their knowledge to a particular business situation.

Outcome 4

Produce a marketing plan for a chosen international market

Knowledge and/or skills

- ◆ International marketing objectives
- ◆ International marketing strategies
- ◆ Tactics for a marketing plan
- ◆ Monitoring and evaluation of marketing plan

Evidence Requirements

To achieve this Outcome candidates must provide evidence to demonstrate their knowledge and/or skills. Candidate must provide evidence to show that they can produce a marketing plan for an international market which includes:

- ◆ definition of clear objectives for the organisation
- ◆ justification of the selected target market(s)
- ◆ justification of the selected marketing mix
- ◆ identification of methods of monitoring and evaluating the marketing plan

Assessment guidelines

This Outcome may be assessed within a single project covering Outcomes 2–4, and forms the last section of the project report.

Higher National Unit specification: statement of standards (cont)

Unit title: International Marketing

This final part of the report encourages candidates to use the knowledge and skills of Outcomes 2 and 3 in the preparation of a marketing plan for an international market. The report encourages candidates to relate the techniques used in international marketing to suitable business situations - and in doing so it should be possible to generate evidence that indicates candidates' understanding of the nature and purpose of international marketing.

This assessment may be undertaken by a combination of centre time and self study time.

Administrative Information

Unit code:	DV8K 35
Unit title:	International Marketing
Superclass category:	BA
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Higher National Unit specification: support notes

Unit title: International Marketing

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 80 hours.

Guidance on the content and context for this Unit

This Unit is an optional Unit of the Group Award in HND Marketing and it may also form part of other Higher National programmes.

It provides an opportunity to attain skills of international marketing and an understanding of the international environment where international trade takes place. The Unit gives candidates an insight into decisions connected with the international marketing process. It also covers reasons for international expansion eg achievement of corporate objectives; ad hoc orders or selling excess stock; which markets to enter; and the benefits of market entry such as increased market share/profitability.

Candidates will enhance their understanding of market research and selection techniques eg environmental analysis [PESTLE FACTORS], country and market selection models eg Beri index, market attractiveness grid or other similar methods required for systematic selection and identification of market opportunities. Whether to enter at all? Key modes of entry appropriate to international markets including direct/indirect exporting, joint ventures or foreign direct investment (FDI). How the international marketing decisions differ from domestic marketing decisions? How an organisation can remain competitive in the dynamic and changing international market?

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

Guidance on the delivery and assessment of this Unit

It is envisaged that an integrated approach to teaching the Unit will be adopted whereby candidates will appreciate the strong link that exists between the Outcomes. The Outcomes may be assessed collectively, in the form of one single report.

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

The latest materials and examples from current international marketing and business practice should be used to illustrate and highlight the international marketing activity. In addition to exposition, explanation and discussion, candidates should be given the opportunity to gather research information themselves and they should be encouraged to make use of relevant academic websites and other on-line resources.

Higher National Unit specification: support notes (cont)

Unit title: International Marketing

While it would be useful to encourage guest speakers to have some input to the delivery of the Unit, it is appreciated that visits of this kind are often difficult to coordinate and integrate. However, input from current marketing practitioners is encouraged whenever possible and practicable. Videos, exercises, case studies and other stimulus materials should be used throughout the Unit and a candidate centred approach should be adopted at all times.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of Information Technology at SCQF level 5 and Communication and Problem Solving and at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Skills in effective search strategies for accessing and evaluating paper-based and electronic sources of current complex information on professional considerations, issues and ideas will be developed. Checklists to support analytical evaluation of information accessed could include criteria to ensure a check on the currency, authority, accuracy, and balance of all information to be used. The need to develop efficient systems of recording, coding and storing outline information for ease of reference should be emphasised. Candidates could develop skills in computerised record keeping and be made aware of the importance of saving materials and performing back ups.

The production of drafts of research reports will ensure assessor involvement at all stages of writing and support the development of skills in the effective evaluation and collating of relevant materials. Although communication skills are not formally assessed, candidates will be expected to produce and present written materials to a professional standard to:

- ◆ express essential ideas and information accurately and coherently
- ◆ use a formal structure and recognised format
- ◆ check language, spelling, punctuation and syntax

The availability of suitable software packages to support accuracy and professional presentation of reports could be advantageous to technology skills.

Candidates will be required to analyse and seek solutions to a range of theoretical and practical problems and issues. Formative work in which they identify and consider the variables in situations, including all available resources, and analyse the significance of each before identifying and justifying an appropriate strategic approach will provide opportunities to develop problem solving skills to an advanced level. Evaluation, which examines all stages of proposed solutions and their potential and actual impact, will be on-going.

Open learning

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

Higher National Unit specification: support notes (cont)

Unit title: International Marketing

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: www.sqa.org.uk.

General information for candidates

Unit title: International Marketing

This Unit is intended to give you an opportunity to attain the skills of international marketing and an understanding of the international environment in which international trade takes place.

The Unit gives you an insight into decisions connected with the international process on matters such as, which markets to enter or whether to enter at all. It also provides you with an insight into how an organisation can remain competitive in the dynamic and changing international market.

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

Assessment for this Unit is likely to be a combination of closed – book assessment and a project, including the production of a marketing plan for an international market.