

Higher National Unit specification

General information for centres

Unit title: International Promotion

Unit code: F1NA 34

Unit purpose: The purpose of the Unit is to enable candidates to develop the necessary knowledge of the international promotional mix and the communication process for multi-countries. Through the development of current theory and practice the candidate will be able to design and sell an international promotional plan to a client.

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

- 1 Explain the communication process for multi-countries and identify the promotional mix available to achieve objectives.
- 2 Design an effective international promotional mix proposal

Credit points and level: 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7*)

**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 this Unit is at the discretion of the centre. However it would be necessary for the candidate to have prior knowledge or study in the area of marketing and/or relevant work experience. It would be advised that candidates have completed DE3C 34 *Marketing: An Introduction* before commencement of this Unit.

Core Skills: There are opportunities to develop the Core Skills of Communications (Reading) SCQF level 5, Communications (Written) SCQF level 5, Communications (Oral) SCQF level 5, Problem Solving (Critical Thinking) SCQF level 5, Problem Solving (Planning and Organising) SCQF level 5 and Using Information Technology SCQF level 4 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 forms part of a Group Award in HNC/HND International Business and Trade and it may also form part of other Higher National programmes.

General information for centres (cont)

Assessment: In order to pass this Unit, candidates must provide sufficient evidence that they have satisfied the minimum Evidence Requirements for each Outcome.

Outcome 1 could be assessed through a closed-book restricted response paper administered in a supervised classroom environment. It should contain at least 10 questions that assess the underpinning knowledge of the international promotional mix and the communication process for multi-countries

Outcome 2 could take the form of a presentation responding to a case study/brief and will require the application of the knowledge and theory covered in Outcome 1. The presentation should be 10 approximately minutes in length and candidates should use computer generated material or slides to achieve a more professional approach. Indeed, the candidate is in effect pitching and selling their promotional plan to the client. Promotional examples should also be produced to enhance their proposals.

Higher National Unit specification: statement of standards

Unit title: International Promotion

Unit code: F1NA 34

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 communication process for multi-countries and identify the promotional mix available to achieve objectives

Knowledge and/or Skills

- ◆ Communication process for multi-countries
- ◆ International promotional mix elements
- ◆ Effects of environmental constraints on international campaigns

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ explain the communication process for multi-countries for two of the following:
 - sender/receiver model
 - target market segments
 - interference ('noise')
 - cues, symbols and culture
 - channel/medium selection
- ◆ identify and explain the international promotional mix elements covering all of the following:
 - advertising
 - public relations
 - sales promotion
 - direct/personal selling
- ◆ outline the effects of environmental constraints on international campaigns for four of the following:
 - language differences
 - cultural barriers
 - economic development
 - social factors
 - media availability
 - nature of competition
 - legal and regulatory factors
 - globalisation versus localisation

Higher National Unit specification: statement of standards (cont)

Unit title: International Promotion

Assessment Guidelines

This Outcome could be assessed by a closed-book, restricted response questions.

It is suggested that candidates are given 2 hours to complete the assessment. This is an indicative time only and a flexible and pragmatic approach is encouraged. Any additional time allocated to the candidate is at the discretion of the individual centre

Outcome 2

Design an effective international promotional mix proposal

Knowledge and/or Skills

- ◆ International promotional mix
- ◆ Promotional objectives
- ◆ Media proposal
- ◆ Creative platform
- ◆ Legal and regulatory factors

Evidence Requirements

Candidates will need to provide evidence to demonstrate all Knowledge and/or Skills by showing that they can:

- ◆ design an appropriate international promotional mix proposal relevant to a brand (product and/or service) for a specific country and/or market which includes at least two of the following:
 - advertising
 - public relations
 - sales promotion
 - direct or personal selling

The proposal itself should include all of the following:

- ◆ Set promotional objectives for the campaign which include budget and timing:
 - qualitative objectives
 - quantitative objectives
- ◆ Outline of an effective media proposal within budget and timing:
 - media schedule
 - promotional plan
- ◆ Design a creative platform that will achieve campaign objectives:
 - creative proposal
 - copy, narrative or slogans, as appropriate
 - visuals

Higher National Unit specification: statement of standards (cont)

Unit title: International Promotion

- ◆ identify any national legal and regulatory controls which needed to be considered during the production of the proposal

Assessment Guidelines

Outcome 2 may be assessed by a formal presentation of the international promotional proposal to a client. The presentation could be at least 10 minutes in length excluding questions at the end. Candidates may deliver an audio visual presentation of their proposals that will include acetate slides or computer generated material. It is strongly advised that creative work should be included, eg a press release, an example of a press advert, a leaflet or a radio script.

Candidates could be issued with a suitable case study and a specific brief outline. After a period of self directed research they could devise a short international promotional campaign. It is advised they should simulate the role of an International Communications or Promotions Manager that is pitching their campaign to their Board of Directors (the assessor and other class members.) The case ideally would be a new market entry situation of possibly an established brand/product/service where both the client and the country can be researched by the candidate.

The presentation should be supported by written document which is presented by the candidate to the tutor after the presentation ends. This could include the media schedule in more detailed form and examples of any creative work produced. The written document should support the presentation and should not be simply the presentation in written form.

An assessment observational checklist could be used and presentations could be filmed. Additional questions at the end of the Outcome may also aid clarification in meeting the Evidence Requirements.

Administrative Information

Unit code: F1NA 34
Unit title: International Promotion
Superclass category: BA
Original date of publication: May 2007
Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

© Scottish Qualifications Authority 2007

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: International Promotion

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 forms part of the Group Award in HNC/HND International Business and Trade. This Unit will provide candidates with an introductory overview of the current theory and practice involved in the researching, planning and implementing international promotional plans and campaigns. Candidates will learn the importance of evaluating different market entry barriers and opportunities in an ever changing international market. The successful communication of a brand/product/service to a new market will be outlined with clear reference to objectives and media channels across the promotional mix. Candidates are encouraged to develop a sales pitch through presenting their final campaign proposal for the selected client.

As an Optional Unit in the HNC and Mandatory Unit in HND International Business and Trade it should be offered at a later stage once DE3C 34 *Marketing: An Introduction* has been completed. It is essential that candidates have a marketing knowledge prior to this Unit. It is predominately a specialist Unit, written for a specific purpose, and this is taken into account in the content and context.

Guidance on the delivery and assessment of this Unit

Although the two Outcomes are assessed independently it is essential that candidates appreciate the strong link which exists between the content of the two Outcomes. As the underpinning knowledge, theories and practice have to be clearly understood by candidates to progress with this Unit approximately 60% of the time should be allocated to this area for Outcome 1. Outcome 2 will require the candidate to research, design and implement their own campaign which may be a designated or individually chosen case study client regarding a new market entry situation for a brand/product/service. It is important that Outcome 2 allows candidates the opportunity to experience and participate in a sales situation. By using support examples, slides and/or computer generated graphics, presentations should be made as professional as resources will allow to facilitate important presentation skills typically expected in this environment. The assessed presentations should simulate the role of an International Communications or Promotions Manager that is pitching a campaign to their Board of Directors, ie the tutor and other class members. Questions from the Board of Directors should be encouraged in order to help clarify criteria, gain additional feedback and promote a more dynamic and real environment. These presentations could be filmed and played back to facilitate greater awareness and self assessment of this process.

Opportunities for developing Core Skills

There are opportunities to develop the Core Skill(s) of Communications (Reading) SCQF level 5, Communications (Written) SCQF level 5, Communications (Oral) SCQF level 5, Problem Solving (Critical Thinking) SCQF level 5, Problem Solving (Planning and Organising) SCQF level 5 and Using Information Technology SCQF level 4 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Higher National Unit specification: support notes (cont)

Unit title: International Promotion

This course allows the development of particular Core Skills in the learning and assessment process. By researching and deciding on objectives and media plans appropriate to a specified market, the use of Problem Solving is paramount in reaching decisions. In accessing Information Technology initially as a research method with the Internet and then progressing to its presentation, candidates can develop this core skill. Candidates also develop creative Communication skills by producing media examples and developing visualisation techniques such as computer generated materials, for example Power point or slide production.

Open learning

This Unit could be delivered by distance learning that may incorporate some degree of on-line support.

However it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Agreements would have to be made to ensure that the assessment for Outcome 1 is delivered in a supervised environment under controlled conditions, if this is the chosen method of assessment.

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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

General information for candidates

Unit title: International Promotion

This Unit has been designed to identify the international promotional mix and the communication process when multi-countries are involved. It will identify the key elements of the promotional mix: advertising, public relations, sales promotion and direct/personal selling available for global communications. This will include their full potential plus the environmental constraints that can limit the process and affect media strategies.

Environmental constraints will include reference to economic development, cultural barriers, social factors and legal and voluntary factors. This could affect media mix decisions, for eg in developing countries poor literacy rates may require a press campaign to be adapted for radio. Promotional programmes will need to consider the extent they should embrace localisation or standardisation by taking account of market differences. It will challenge the 'global village' philosophy and encourage you to carefully examine other cultures media and communications availability.

Outcome 1 may be assessed by a restricted response question paper that will test that you have acquired sufficient underpinning knowledge in order to progress to a more challenging based Outcome 2. The second Outcome will require you to evaluate and make decisions in order to design a promotional mix for a client's international promotional campaign. The case study may require you to deliver your solution in a 10 minute presentation. You could either use slides or computer generated material to make your presentation more professional. It will be beneficial to show creative and media examples such as a press release, storyboard, mock-up of press adverts or a mail shot. This presentation should be considered as a sales pitch to the client and an opportunity to ask questions should be included to re-enforce the reality of the situation. Objectives, budget and timing should be clearly adhered to. The presentation may be assessed by observation checklist and be filmed to support evidence. It is advised that such presentations are played back to allow self/peer evaluation as well.