



## Higher National Unit specification

### General information for centres

**Unit title:** International Marketing: The Mix

**Unit code:** F7R3 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 required by international markets.

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

- 1 Explain the key factors to be considered by an organisation when formulating an international marketing mix.
- 2 Produce international marketing mix decisions to meet a specific brief.

**Credit points and level:** 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 this Unit is at the discretion of the centre, however candidates would be expected to have an understanding of marketing, eg hold an introductory marketing Unit, such as *7FBX 34: Marketing: An Introduction* or equivalent, and also have already undertaken *DG6M 34: International Marketing: An Introduction* or equivalent.

**Core Skills:** There may be opportunities to gather evidence towards Core Skills in this Unit — *Communication* skills (Reading and Writing) and *Problem Solving* at SCQF level 6, and *Numeracy* at SCQF level 5; 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.

**Assessment:** This Unit may be assessed by a separate assessment for each Outcome. All assessments may be completed under controlled conditions. The assessment for Outcome 1 may take the form of a set of structured questions. Outcome 2 may be assessed by a set of structured questions, based on a case study or other piece of stimulus material. Candidates could be given a case study/stimulus material but not see the questions in advance. It is recommended that each assessment is approximately two hours in duration. There may be the opportunity for centres to integrate both assessments by using a case study or other piece of stimulus material. In these circumstances, the assessment time would need to be adjusted accordingly.

## **Higher National Unit specification: statement of standards**

**Unit title:** International Marketing: The Mix

**Unit code:** F7R3 35

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 key factors to be considered by an organisation when formulating an international marketing mix.

#### **Knowledge and/or Skills**

- ◆ The role of market research and information in international marketing
- ◆ Segmentation and targeting for international markets
- ◆ Adaptation versus standardisation of the marketing mix

#### **Evidence Requirements**

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

- ◆ Explain the importance of three types of market information required by organisations when considering entry to international markets
- ◆ Explain the steps an organisation should go through in deciding a target market
- ◆ Describe the concept of adaptation versus standardisation, and explain how it can impact on the marketing mix — product, price, distribution and promotion

#### **Assessment Guidelines**

This Outcome may be assessed by a set of structured questions to be completed under closed-book conditions. In order to cover all Evidence Requirements, it is envisaged that a written response for this assessment would be a total of c. 1,200 to 1,500 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. It is recommended that the assessment is approximately two hours in duration.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** International Marketing: The Mix

### **Outcome 2**

Produce international marketing mix decisions to meet a specific brief.

#### **Knowledge and/or Skills**

- ◆ Market research and information
- ◆ Target market
- ◆ International marketing mix decisions

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that, in the context of an organisation's international activities, they can:

- ◆ Analyse market information
- ◆ Select and justify choice of target market
- ◆ Produce product mix decisions
- ◆ Produce price decisions
- ◆ Produce distribution decisions
- ◆ Produce promotional decisions

#### **Assessment Guidelines**

This Outcome may 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.

It is envisaged that a written response for this assessment would be a total of c. 1,200 to 1,500 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. It is recommended that the assessment is approximately two hours in duration.

There may be the opportunity for centres to integrate assessments of both Outcomes of this Unit by using a case study or other piece of stimulus material. In these circumstances, the assessment time would need to be adjusted accordingly.

## Administrative Information

**Unit code:** F7R3 35

**Unit title:** International Marketing: The Mix

**Superclass category:** BA

**Original date of publication:** August 2009

**Version:** 01

### History of changes:

Version	Description of change	Date

**Source:** SQA

© Scottish Qualifications Authority 2009

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 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 *DG6M 34: International Marketing: An Introduction* and also provides an insight into the key factors that impact on the development of international marketing decisions.

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

Awareness of the importance of market information and research and appropriate targeting are critical to the success of international marketing campaigns, and the Unit 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.

### **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 *DG6M 34: International Marketing: An Introduction* and this Unit. Although both these Units can stand alone, it is essential the candidates are aware of the diversity in international markets and the implications that creates for organisations.

In Outcome 1 candidates are expected to display a knowledge and understanding of the factors that influence the design of an international marketing mix — the importance of market research and information, the process involved in identifying an appropriate target market(s), and the concept of adaption versus standardisation and its influence on the marketing mix.

It is anticipated that this Unit may be delivered to a variety of candidate groups and, wherever possible, teaching 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 Outcome 2 candidates propose marketing mix decisions for an organisation based on a case study/stimulus material. They would be expected to apply the theoretical knowledge by analysing market information from the case materials and/or from additional research they have carried out, identify a target market(s) and produce marketing decisions based on their analysis of the market.

While both Outcomes may be assessed individually, the nature of the tasks would allow an integrated assessment.

## Higher National Unit specification: support notes (cont)

**Unit title:** International Marketing: The Mix

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.

### *Opportunities for developing Core Skills*

There are no Core Skills embedded in this Unit. However, the following table gives some examples of the opportunities for developing Core Skills within this Unit.

Core Skill	SCQF level	Opportunities for development
<b>Communication</b>	Level 6	Both Outcomes can contribute to the reading and writing aspects of this Core Skill.
Written Communication (Reading)	Level 6	Candidates are expected to read and understand complex written information and to apply theoretical international marketing concepts to a case study or stimulus material.
Written Communication (Writing)	Level 6	Candidates providing written evidence to meet the Evidence Requirements for both Outcomes, respond to questions which may be in controlled conditions, candidates have to produce well-structured and clear responses addressing the Evidence Requirements.
<b>Problem Solving</b>	Level 6	Both Outcomes can contribute to critical thinking. In Outcome 2 the candidate will use problem solving skills to evaluate key challenges involved in international markets and to produce appropriate marketing decisions.
<b>Numeracy</b>	Level 5	Candidates will need to apply numerical and graphical skills to select international markets and convey information in a marketing plan.

## Open learning

If this Unit is delivered by open or flexible learning, centres may wish to develop holistic assessment instruments and case materials that allow the candidates to be assessed in their own time. For open or flexible learning additional resources and materials will be required for candidate support, assessment and quality assurance. For further information and advice please refer to the SQA document *Assessment and Quality Assurance of Open and Distance Learning*, which is available at the SQA's website: [www.sqa.org.uk](http://www.sqa.org.uk)

## Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)

## General information for candidates

### Unit title: International Marketing: The Mix

This Unit provides you with the opportunity to obtain skills and knowledge to understand the diversity within international markets and to develop appropriate international marketing mix decisions. You will gain an insight into how an organisation can remain competitive by tailoring the international mix to a chosen market.

You 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.

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.

It is likely that both assessments for this Unit will be under closed-book conditions but your tutor will advise you accordingly.

Before undertaking this Unit, it is strongly recommended that you should obtain other marketing Units, such as *Marketing: An Introduction* and *International Marketing: An Introduction*, to ensure an awareness of current events in marketing for both domestic and international markets.