

<b>Unit 11 International Marketing</b>			
<b>Unit aims</b>	This unit enables learners to understand the requirements of international marketing, in particular the financial considerations to be considered in entering and operating in international markets. Learners will be able to develop an international marketing strategy and understand the implications and requirements of international marketing communications.		
<b>Unit level</b>	7		
<b>Unit code</b>	Y/650/5370		
<b>GLH</b>	60		
<b>Credit value</b>	15		
<b>Unit grading structure</b>	Pass-Merit-Distinction		
<b>Assessment guidance</b>	<p>To achieve this unit, learners must produce work which demonstrates achievement of the learning outcomes at the standards provided by the assessment criteria.</p> <p>Learners must relate their work to the ATHE assignment scenario and use real life examples to illustrate their points. There is a requirement to use information from specific organisations to meet some of the stated standards. Additional assessment guidance is provided in the ATHE assignment.</p> <p>Learner work should demonstrate substantial coverage of the unit indicative content.</p>		
<b>Learning outcomes The learner will demonstrate that they:</b>	<b>Assessment criteria The learner can:</b>		
	<b>Pass</b>	<b>Merit</b>	<b>Distinction</b>
1. Understand the implications of international marketing for organisations	1.1 Evaluate the different market research requirements for international marketing 1.2 Analyse how the business case for international marketing can be justified 1.3 Assess the risks which must be considered for international marketing	1M1 Evaluate different methods of international marketing	1D1 Analyse the way in which financial and pricing issues may affect international operations
2. Understand how to develop an international marketing strategy	2.1 Evaluate the features of international markets 2.2 Evaluate the operational considerations related to developing	2M1 Evaluate the legal and financial implications associated with developing and implementing an	

	<p>an international marketing strategy</p> <p>2.3 Analyse the characteristics of an international marketing strategy</p>	international marketing strategy	
3. Understand the requirements of international marketing communications	<p>3.1 Evaluate the way in which local customs, culture, language and ethical considerations may affect marketing communications</p> <p>3.2 Assess the role of technology in international marketing communications</p> <p>3.3 Assess the implications and requirements of different sales and marketing communications strategies</p>		3D1 Analyse the concept of “globalisation” and review its impact on communications

**Indicative Content**

**LO1 Understand the implications of international marketing for organisations**

International market research

- Validity of data produced in developing markets; international marketing information systems and their integration into organisation-wide systems; suitability of different marketing research methods in an international context; use of environmental scanning tools in an international context

Resource investment

- Advantages, disadvantages and requirements of different methods of market entry; international agencies; multinational trading groups; role of UKTI, and other government agencies and international development agencies in overseas trade; accommodation; trading tariffs, differences in international product standards, availability of local labour and skills; international logistics, distribution networks and environmental/political conditions affecting them

Business case

- Reasons for market entry; associated issues; nature, size and maturity of local markets; barriers to success, return on investment.
- Start-up and ongoing costs; methods of financing international marketing; sources of finance; availability of local incentives; international insurance; multinational financial systems.
- Design of pricing structures; exchange rates and options; international insurance; shipping and import costs; factors affecting financial risk and their strategic implications: e.g. market conditions, customers’ creditworthiness, local government involvement in the economy; identification of financial risk; risk maps; financial risk treatment options; risk management in an

international context (identifying issues, range of risk treatment options); local laws; foreign monetary policies and reducing exposure; risk sharing options

- Suitability of different risk treatment options; role of foreign exchange markets; arbitrage; spot and forward exchange rates; hedging

## **LO2 Understand how to develop an international marketing strategy**

Nature of the market

- Local economic and political conditions; impact of foreign business cultures on local communities; ethical considerations; potential for friction between local marketing objectives and strategies and corporate objectives and strategies; history of the market

International marketing methods

- Strategic international marketing planning: factors affecting the selection of marketing methods in an international context e.g., need for local endorsement, availability of technology and distribution networks, relationship management considerations

Local conditions

- Size and nature of the local market; presence and reputation of local and international competitors and rival products/services; local sensitivities; suitability of management styles for locally recruited employees; delivery models e.g., joint ventures, franchising and licensing, agents

Operational considerations

- International market segmentation, targeting and positioning; international marketing mix; standardisation v adaptation in the international marketing mix; organisational structures, locus of decision-making powers and their potential impact; management control (centralised v decentralised)

Legal considerations

- Implications for marketing, product; materials, safety, branding. Promotions; cultural regulations, restrictions. Distribution; PDM, use of agents. Market research. Pricing; tariffs

## **LO3 Understand the requirements of international marketing communications**

Marketing communications

- Culture, ethics, local beliefs and practices; language issues; need for acceptance by community leaders and influencers; cultural and advertising taboos

Role of technology

- Integration of country marketing information systems into an international marketing information system; availability, reliability and functionality of technology; alternative methods of marketing communications; application of social media

Implications and requirements

- Implications of cultural and language factors on operational management (e.g., recruitment and training of staff); availability and sophistication of local facilities to support sales and marketing communications strategies and activities

## Globalisation

- Globalisation and globalisation; advantages and disadvantages of globalisation; Brooks & Nomore; Govindarajan and McCreary

## Suggested Resources

Chernev, A., 2018, Strategic Marketing Management, Cerebellum Press

Doole I. and Lowe R., 2022, International Marketing Strategy, Cengage Learning: Maidenhead

Ghuri N. and Cateora, P., 2021, International Marketing (5th Edition), McGraw Hill Education: Maidenhead

Kotler, P., Pfoertsch, W. and Sponholz, U., 2021, H2H Marketing: The Genesis of Human-to-Human Marketing, Cham: Springer

Lowe, R., Doole, I. and Kenyon, A., 2022, International Marketing Strategy: Analysis, Development and Implementation, Routledge

Palmatier, R.W. and Sridhar, S., 2021, Marketing Strategy: Based on First Principles and Data Analytics, Bloomsbury Publishing

Proctor, T., 2014, Strategic Marketing: An Introduction, Routledge

Scott, D.M., 2022, The New Rules of Marketing And PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video and Newsjacking to Reach Buyers Directly, John Wiley & Sons

Shaw E., 2012, Marketing Strategy: From the Origin of the Concept to the Development of a Conceptual Framework, Journal of Historical Research in Marketing, 4(1)

Stevens, R.E., Loudon, D.L., Wrenn, B. and Warren, W.E., 2021, Marketing Planning Guide, CRC Press

## Websites

<https://www.ama.org/publications/JournalOfMarketingResearch/Pages/current-issue.aspx> - Journal of Marketing Research

<http://www.marketingteacher.com/what-is-international-marketing/> - Marketing Teacher

<https://www.cim.co.uk/content-hub/> - Chartered Institute of Marketing

<b>Unit 11 International Marketing - Supporting information</b>	
<b>Opportunities for Synoptic Teaching and Learning</b>	
Learners and tutors will have the opportunity to link the learning from this unit with the content of other units.	
<b>Learning Outcome</b>	<b>Teaching and learning links to other unit LO/AC</b>
LO1 Understand the implications of international marketing for organisations	Unit 6 International Business Environment, LO1 Analyse the international environment for business
LO2 Understand how to develop an international marketing strategy	Unit 1 Strategic Planning, LO3 Develop Strategy Options for an organisation  Unit 10 Strategic Marketing, LO1 Understand the principles of strategic marketing  Unit 10 Strategic Marketing, LO3 Develop a strategic marketing plan
LO3 Understand the requirements of international marketing communications	Unit 6 International Business Environment, LO3 Understand the international markets in which businesses operate  Unit 12 Corporate Communication Strategies, LO1 Understand the importance of corporate communications
<b>Opportunities for Synoptic Assessment</b>	
There are no clear synoptic assessment opportunities associated with this unit. Each of the LOs offers separate but related outcomes for learners navigating these topics.	

<b>Opportunities for Skills Development within this unit</b>	
<b>Employability Skills</b>	<b>Study Skills</b>
<p><b>Problem-solving</b> – Using analytical skills, e.g. research skills, handling information, consulting multiple sources, categorising information. Using critical thinking skills, e.g., listening to/reading all information, identifying others' positions, arguments and conclusions, weighing up opposing arguments (avoiding jumping to conclusions, spotting fake ideas/news) drawing conclusions (<b>LO1, LO2, LO3</b>)</p> <p><b>Digital skills</b> – Using appropriate digital devices and relevant applications, software, systems and getting online. Handling and judging the reliability of information. Problem-</p>	<p><b>Thinking skills</b> - Using analytical skills, eg research skills, handling information, consulting multiple sources, categorising information. Using critical thinking skills, eg listening to/reading all information, identifying and interpreting others' positions, arguments and conclusions, weighing up opposing arguments (avoiding jumping to conclusions, spotting fake ideas/news), drawing conclusions (<b>LO1, LO2, LO3</b>)</p> <p><b>Using sources of information</b> – Accessing information ie choosing current, sufficient, relevant and reliant sources (<b>LO1, LO2, LO3</b>)</p> <p><b>Reading skills</b> – Identifying different reading materials. Reading with a purpose, e.g., to</p>

solving (eg online research, presenting data)  
**(LO3)**

understand an idea/concept, to retain information for  
revision, to research **(LO1, LO2, LO3)**