For: ATHE Level 7 Diploma in Strategic Management
ATHE Level 7 Extended Diploma in Strategic Management

Unit 11 International Marketing Assignment

Assignment Scenario

You have recently joined the marketing team at Kickerco, a company which has been trading nationally for many years. The company would like to start to trade internationally. The company has recruited you because you have worked for organisations which have traded internationally. They want to use your experience and expertise to assist in the development of this area of work.

Task 1

The senior management team has asked you to brief them on the implications of international marketing for organisations in general. Write a formal briefing paper to support the senior management team to develop their understanding.

In the briefing paper, you must:

- Evaluate the market research requirements for international marketing
- Analyse how the business case for international marketing can be justified
- Assess the risks which must be considered for international marketing

Extension activities

To achieve a **Merit**, you must also evaluate different methods of international marketing.

To achieve a **Distinction,** you must also analyse the way in which financial and pricing issues affect international operations.

Learning outcomes and assessment criteria

LO1 AC 1.1, 1.2, 1.3, 1M1, 1D1

Task 2

The senior management team would now like you to use your knowledge and experience of operating in international markets to help them to understand how to develop an international marketing strategy. Write a report for the senior management team. In the report you must:

- Evaluate the features of international markets
- Evaluate the operational considerations related to developing an international marketing strategy
- Analyse the characteristics of an international marketing strategy

Extension activities

To achieve a **Merit**, you must also evaluate the legal and financial implications associated with developing and implementing an international marketing strategy.

Learning outcomes and assessment criteria

LO2 AC 2.1, 2.2, 2.3, 2M1

Task 3

The senior management team would now like to understand the requirements of international marketing communications. Develop a presentation with accompanying notes for the senior management team. In the presentation you must:

- Evaluate the way in which local customs, culture, language and ethical considerations may affect marketing communications and how this can be accounted for in the final marketing communications plan
- Assess the role of technology in international marketing communications
- Assess the implications and requirements of different sales and marketing communications strategies

Extension activities

To achieve a **Distinction**, you must also analyse the concept of “globalisation” and review its impact on communications.

Learning outcomes and assessment criteria

LO3 AC 3.1, 3.2, 3.3, 3D1

Note: When citing sources of information that you have used, provide a reference using an appropriate format, e.g., Harvard.

Guidelines for assessors

The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit. To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners. The suggested evidence listed below is how learners can demonstrate that they have met the required standards. The command verbs contained within the AC are highlighted in bold in the suggested evidence boxes.

Task number	LOs and AC	Suggested evidence PASS	Suggested additional evidence MERIT	Suggested additional evidence DISTINCTION
1.	**LO1** AC 1.1, 1.2, 1.3 1M1, 1D1	The briefing paper must be written in a format suitable for a senior management team. **AC1.1** The learner must use available information to **evaluate** and make a judgement about the market research requirements for international marketing. **AC1.2** The learner must break down and **analyse** in detail the ways in which an organisation can justify the business case for international marketing. **AC1.3** The learner must **assess** the risks organisations must consider for international marketing, assessing each one in turn and making a judgement about their relevance and importance.	**1M1** The learner must **evaluate** strengths and weaknesses of different methods of international marketing and must make a valid conclusion or reasoned judgement about each method.	**1D1** The learner must break down and **analyse** in detail the way in which both financial and pricing issues may affect international operations.

2.	**LO2** AC 2.1, 2.2, 2.3 2M1	The report must be written in a format suitable for a senior management team. **AC2.1** The learner must break down and **evaluate** the features of international markets, using examples to illustrate the points made. **AC2.2** The learner must **evaluate** from different perspectives and make conclusions about the operational considerations that an organisation should consider when developing an international marketing strategy. **AC2.3** The learner must break down and **analyse** the characteristics of an international marketing strategy.	**2M1** The learner must **evaluate** the legal and financial implications associated with developing and implementing an international marketing strategy.	
3	**LO3** AC 3.1, 3.2, 3.3 3D1	The presentation and the accompanying notes must be developed in a format suitable for a senior management team. **AC3.1** The learner must **evaluate** and make valid conclusions about the way in which local customs, culture, language and ethical considerations may affect marketing communications. **AC3.2** The **assessment** must make a judgement about the role of technology in international marketing communications using examples to support the key points made. **AC3.3** The **assessment** of the implications and requirements of different sales and marketing communications strategies must be detailed and lead to reasoned judgements.		**3D1** The learner must break down into parts, and **analyse** the concept of, 'globalisation'. They must review the positive and negative aspects of its impact on communications.