



INTERNATIONAL MARKETING

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

International Marketing

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

Learning outcome Learner will:	Assessment criteria Learner can:
1.0 Understand the nature of international marketing	1.1 Differentiate between domestic marketing, international marketing and global marketing 1.2 Give an account on globalization 1.2.1 Analyse the impact of globalization on the development of international/global marketing 1.3 Differentiate between domestic and international market environments 1.4 Give an account on the main changes in the global community that have influenced the need and desire of companies going global 1.5 Examine how political, economic, societal, technological, legal and environmental factors affect a company's operations internationally
2.0 Understand the factors that influence companies to go global	2.1 Explain how a saturated domestic market can influence a company to trade internationally 2.2 Examine how a declining domestic market may compel a company to go global 2.3 Analyse how the drive to increase overall productivity can serve as a driver for an organization going global 2.4 Examine how a small domestic market may influence a company to go global 2.5 Analyse how recession in a domestic market can influence an organization to trade internationally
3.0 Understand the various market entry strategies that can be used by a company trading internationally	3.1 Analyse the modes of indirect exporting (such as using domestic based exporters, cooperative organizations, etc.) and examine their

	<p>implications</p> <p>3.2 Analyse the modes of direct exporting (such as internet marketing, use of foreign based agents, use of domestic based sales representatives etc.) and examine their implications</p> <p>3.3 Give an account on the types of strategies that exist between organizations and/or parties involved in international/global marketing (e.g. joint ventures, strategic alliances, licensing, concessions, franchising etc.)</p>
<p>4.0 Understand the nature of trade controls in international marketing</p>	<p>4.1 Explain what is meant by a tariff</p> <p>4.1.1 Distinguish between export tariff, transit tariff and import tariff</p> <p>4.2 Explain what is meant by non-tariff barrier</p> <p>4.2.1 Describe the types of non-tariff barriers (e.g. import licenses, quotas, buy local legislation or promotions, administrative barriers, sanctions, embargoes)</p>
<p>5.0 Understand the reasons for international marketing failures</p>	<p>5.1 Give an account on the main reasons that lead to organizations failing in international marketing</p> <p>5.2 Explore strategies that can be implemented to reduce the risk of failure in international marketing</p>

Recommended learning resources

Indicative reading	<p>Groucutt et al 2004. Marketing; essential principles, new realities: London ISBN: 0 7494 4114 3</p> <p>Kotler et al 2009. Marketing, An introduction: Pearson Education London ISBN 978-0-273-71395-1</p> <p><u>Further reading</u> Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford ISBN: 978-0199579617</p> <p>David Jobber 2009; Principles and practice of marketing. McGraw Hill ISBN: 978-0077123307</p>
Learning Aid	<ul style="list-style-type: none">• A comprehensive IPED study material is available to aid in learning and research of this unit.• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.