



Equivalent QCF level:	Level 4
Credit Value:	30
Learning time (hours):	300

UNIT PURPOSE

This unit provides the learner with an understanding of marketing on a worldwide scale. It covers the trends in international business activities and provides an understanding of how marketing principles are applied to more than one country.

UNIT INTRODUCTION

This unit introduces learners to the important area of international business. It allows learners to build a platform of marketing knowledge and skills to give them a firm base in marketing.

The unit begins by identifying some important patterns and trends in international business activity where the factors influencing the firm's decision regarding the degree of internationalisation and the methods adopted are considered.

External challenges to the international firm are examined (such as those in the economic, political, cultural, ethical and legal fields). Possible internal responses to these challenges are evaluated, including strategic, human resource, marketing, accounting and logistical responses.

Thereafter, the unit focuses on marketing aspects where the concept of marketing as a key functional area of business and management will be identified. Here, the emphasis will be on examining the role of marketing management in implementing and controlling the marketing mix processes.

LEARNING OUTCOMES, ASSESSMENT CRITERIA AND CONTENT



To pass this unit, the learner must generate evidence that demonstrates all learning outcomes have been met through the achievement of all the unit's assessment criteria.

Learning outcomes On completion of this unit, the learner will:	Assessment criteria On completion of this unit, the learner can:	Content
<p>01 Understand the key patterns and trends in international business activity</p>	<p>1.1 Identify important and measurable trends in international business</p> <p>1.2 Describe the impact of the identified measurable trends</p>	<p>Industrialisation: includes identifying the process in which a society or country transforms itself from a primarily agricultural society into one based on the manufacturing of goods and services</p> <p>Globalisation: consists of the interchange of world views, products, ideas, and other aspects of culture</p> <p>Multi-nationalisation: transnational corporations, global workforce, asset management, centralisation</p> <p>Outsourcing: contracting, international labour, asset transfers, contractual agreements, vertical integration</p> <p>International Trade: trade barriers, exports, national competitiveness</p>



<p>02</p>	<p>Understand the theoretical underpinnings of the globalisation process</p>	<p>2.1 Describe the principles behind globalisation</p> <p>2.2 Compare and analyse various globalisation theories</p>	<p>Globalisation theories: world system theory, world culture theory, world polity theory</p> <p>Hyper globalists: logical and predictable outcomes of globalisation</p> <p>Transformationalists: progressivity and outcomes of globalisation</p> <p>Sceptics: criticism towards globalisation</p>
<p>03</p>	<p>Understand the institutional frameworks which support the globalisation process</p>	<p>3.1 Explain the debates surrounding the globalisation concept</p> <p>3.2 Define the impacts of globalisation and institutional dynamics of economy</p>	<p>Debates on Globalisation: economic governance, open and transparent organisation, stability and integrity of the international financial system, transfer pricing, civil society organisations</p> <p>Contemporary economic trends: effects of globalisation, international investment, and international finance</p> <p>Economic internationalisation: real economy, financial sphere and the government</p>



<p>04</p>	<p>Be able to use relevant analysis tools to determine external influences on international business</p>	<p>4.1 Identify the external influences on international business</p> <p>4.2 Use PESTEL or other appropriate tools to evaluate the external influences on international business</p>	<p>PESTEL/SLEPT analysis: an investigation of the Social, Legal, Economic, Environmental, Political, and Technological influences on a business</p> <p>Competitive analysis: strategies, market research, SWOT analysis, competitive advantage</p> <p>Evaluation of external challenges: includes strategic, human resource, marketing, accounting and logistical responses</p>
<p>05</p>	<p>Be able to evaluate possible internal responses to the external environment</p>	<p>5.1 Describe the various functional areas of international business management</p> <p>5.2 Explain and evaluate possible internal organisational responses to external influences</p>	<p>International HRM: recruitment, selection, training and development, performance appraisal and dismissal done at international level and additional activities such as global skills management, expatriate management</p> <p>International marketing: research, product, price, promotion and distribution</p> <p>International finance and accounts: International Financial Reporting Standards, International Accounting Standards</p> <p>International logistics: includes negotiating, planning, and implementation of supporting logistic arrangements between nations, their forces, and agencies</p>



06	Be able to apply international trade theories to business situations in order to inform and direct business decision making	6.1 Identify business situations and apply international trade theories to the decision making processes	<p>International trade theories: Classical trade theory, the factor proportion theory, product life cycle theory, market imperfections theory, international production theory, internalisation theory</p> <p>Strategic Decision-Making process in international businesses: identifying the best markets and opportunities by customer, segmentation, competitive advantage, logistics, taxation, language, political environment, regulation and technology</p>
07	Understand the strategic role of marketing in management of a modern firm	<p>7.1 Describe the role of marketing in the modern era</p> <p>7.2 Analyse the impact of the marketing mix in managing of modern firms</p>	<p>Role of Marketing: product development, creating a competitive environment, developing product distribution systems, building demand for products and offering techniques to communicate</p> <p>The marketing mix: product, price, place and promotion</p>



<p>08</p>	<p>Be able to determine the position of a company within a market sector and define appropriate marketing objectives</p>	<p>8.1 Identify the market position of an organisation using SWOT</p> <p>8.2 Discuss the importance of a marketing plan and explain the steps to formulate a plan</p> <p>8.3 Define SMART marketing objectives for a chosen organisation</p>	<p>Positioning Strategies: Brand Positioning Strategy, Product Positioning Strategy, Competitive Pricing Strategy, Competitive Positioning Strategy, Alternatives to Marketing Consulting Firms</p> <p>Competitive advantage: Porter’s Five Forces, Value Chain analysis</p> <p>SWOT Analysis: structured planning method used to evaluate the strengths, weaknesses, opportunities, and threats involved in a project or in a business venture</p> <p>Marketing Plan: Purpose and Mission, Situational Analysis, Marketing Strategy and Objectives, Tactical Programs, Budgets, Performance Analysis and Implementation</p> <p>SMART objectives: SMART marketing objectives: Specific, Measurable, Actionable, Relevant and Time-related</p>
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DELIVERY & ASSESSMENT

It is important that tutors use a range of teaching and guidance methods to ensure that their learners meet the intended learning outcomes for this unit. This would include participating or revising lectures/notes, attending webinars, workshops, individual/group assessments and draft feedback for assessments. However, learners should always be encouraged to participate in independent learning using the resources on the IMSS, e-library and Mintel reports. Learners need to use analytical thinking, participative approaches and investigative mindsets in order to be able to enhance their learning experience through reflection of theory in conjunction with their own experience. It is important to plan the delivery of the unit to ensure that learners have enough time to undertake the relevant research needed to meet the learning outcomes and to facilitate self-learning.

Learning outcomes 1 to 6 require that learners understand the fundamentals of international trade, and emphasise that growth lies at the core of business. Learners should also understand that reaching out to customers with the speed and flexibility to best meet their needs and managing the cost base to deliver a sustainable return is the central challenge of management. That challenge has a growing global dimension: entering new markets, optimising operations across borders, finding the right value and cost mix, and seeking skills and funding from the global pools of both capital and talent. It is therefore important that essential management functions are undertaken effectively and accurately in order to generate the desired outcome. Tutors can present information on the elements involved in globalisation, trade barriers, multinationals and international labour that impact business activities in a global scale. Globalisation theories such as world-system theory, world culture theory and world polity theory can be discussed. The learner can apply the theories learned to various real-world scenarios.

Learning outcomes 7 and 8 deliver understanding of the importance of marketing management in modern firms. Learners are expected to understand how essential marketing elements like customer orientation, planning, marketing mix, marketing tactics and strategies affect the overall decision making in process organisations. Those already employed can reflect on their personal experiences.

It is important that learners distinguish the correlation between analysing strengths, weaknesses, threats and opportunities, defining marketing objectives and their corresponding strategies before establishing the relevant tactics and control and measurement. It is important that tutors define the importance of effective marketing management and international marketing.



OUTLINE LEARNING PLAN

The following outlined learning plan can be used as a guidance document in conjunction with the unit assessment. It is simply a way in which this unit can be delivered.

TOPIC AND SUGGESTED ASSIGNMENTS/ACTIVITIES/ASSESSMENT

Introduction to unit and programme of learning
Tutor discussion of the theoretical models and concepts; international trade, globalisation and other key theories related to international marketing. This can be reinforced through group/individual exercises
Learner input on practical examples of international marketing and how globalisation is impacting it
Learner research on international marketing contributing to Assignment 1
Tutor input on identification of the strengths, weaknesses, opportunities and threats that may impact the product and evaluation of the market position of an organisation
Learner input on formulating objectives for a marketing campaign that is to be held in the near future and forecasting anticipated challenges
Learner research on tactics to overcome challenges contributing to Assignment 2
Review of unit and programme of assignments

PROGRAMME OF SUGGESTED ASSESSMENT/ASSIGNMENTS

The following table illustrates the respective assessments for the unit and identifies the corresponding assessment criteria.

Assessment Criteria covered	Assignment title	Scenario	Assessment method
1.1, 1.2, 2.1,2.2,3.1,3.2, 4.1,4.2,5.1,5.2, 6.1,6.2	Assignment 1	Assuming that you are the Business Development Manager for an organisation of your choice, you are required to develop a business plan to initiate an overseas operation in a country conducive to the core product or service offered	Report



PROGRAMME OF SUGGESTED ASSESSMENT/ASSIGNMENTS

Assessment Criteria covered	Assignment title	Scenario	Assessment method
1.1, 1.2, 2.1,2.2,3.1,3.2, 4.1,4.2,5.1,5.2, 6.1,6.2	Assignment 1 – Cont.	<p>The business plan should include how the product/service has evolved with globalisation and identify and explain the global trends and patterns that may affect it</p> <p>Evaluate the PESTEL factors of the chosen country that may affect the intended business venture and also explain how the organisation can implement functional strategies to exploit the identified PESTEL factors in order to capitalise on opportunities and overcome challenges</p>	Report
7.1, 7.2, 8.1, 8.2,	Assignment 2	<p>As the Marketing Manager, you are required to choose a product/ service of your organisation and develop an analytical report encompassing the following areas:</p> <ol style="list-style-type: none"> 1 Highlight the importance of marketing management in managing the chosen product through the Product Life Cycle 2 Identify and explain the Strengths, Weaknesses, Opportunities and Threats that may impact the product/service and evaluate the market position of the chosen organisation in relation to the product/service within the market sector 	Report



PROGRAMME OF SUGGESTED ASSESSMENT/ASSIGNMENTS

Assessment Criteria covered	Assignment title	Scenario	Assessment method
7.1, 7.2, 8.1, 8.2,	Assignment 2 – Cont.	3 Formulate short-term SMART objectives for a possible marketing campaign that is to be held in the near future and forecast anticipated challenges in achieving the above objectives and recommend ways in which they can be overcome	Report



TEXTBOOKS	
<ul style="list-style-type: none"> • Wall, S., Minocha, S. and Rees, B. (2010) International Business (3rd edn.) FT/Prentice Hall • Marketing Management - Kotler, P, Keller, KL, Brady, M , Goodman, M and Hansen, T.(2009) Publisher: Pearson Prentice Hall 	
JOURNALS	
<ul style="list-style-type: none"> • Journal of Marketing Management • Journal of International Business Studies • International Business Review • Journal of Marketing Theory and Practice 	
WEBSITES	
The Marketer	http://www.themarketer.co.uk/
Forbes	http://www.forbes.com
Hubspot	http://blog.hubspot.com/
B2B Marketing	http://www.b2bmarketing.net/