Module Descriptor

Title	International Marketing		
Session	2026/27	**Status**	Approved
Code	LNDN08001	**SCQF Level**	8
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	S Chowdhury		
Summary of Module The aim of this module is to introduce students to the challenges and complexities of marketing beyond a firm's domestic borders. The basic principles of marketing still apply e.g. understanding and meeting the needs of customers. However, other factors have to be understood if this is to take place. Key topics within this module include internationalisation, the international marketing environment, monitoring external forces, differences in socio-cultural factors, market research, segmentation and selection, market entry methods, standardisation and adaptation of products and communication messages, international pricing, logistics and international retailing.			

Module Delivery Method	**On-Campus**[1] ☐	**Hybrid**[2] ☒	**Online**[3] ☐	**Work -Based Learning**[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Learning Outcomes	
L1	Demonstrate an understanding of the international environment and its impact on international marketing.
L2	Demonstrate an understanding of international market entry strategies.
L3	Undertake and apply international marketing activities in areas of product, price, promotion and distribution.
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 8** Develope an understanding of the various theories pertaining to international trade and international marketing activities
Practice: Applied Knowledge and Understanding	**SCQF 8** Develop international marketing strategies and use case studies to solve real-world marketing challenges
Generic Cognitive skills	**SCQF 8** Ability to cirtically analyse the international marketing environment Undertake international market segmentation Undertake product development activities Develop international pricing strategies for products and/or services in the international markets Promote and distribute products and services in international markets
Communication, ICT and Numeracy Skills	**SCQF 8** Use a variety of tools/databases to conduct market research Analyse various data sources and write professional reports
Autonomy, Accountability and Working with Others	**SCQF 8** Develop an ability to conduct research and produce original work in the form of individual report and group presentations

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Doole, I., Lowe, R. and Kenyon, A. (2025) International Marketing Strategy: Analysis, Development and Implementation, 10th Edition, Cengage Learning. Hollensen, S. (latest edition) Global Marketing , Pearson. Details of further resources, including textbooks, journals and online resources will be identified and made available via VLE.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** The Learning and Teaching section outlines the total hours required for learning activities. As per the guidelines regarding the Lecture/Core content delivery, students are required to attend and actively participate in 1.5 hours of online lectures each week for ten weeks. They also need to attend 2 hours of on-campus tutorials each week for ten weeks. Additionally, students are expected to attend online support sessions across the term. You are academically engaged if you regularly engaged with these sessions, course-related learning resources and activities and with timely completion and submission of assessments.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☒ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Undergraduate London School Assessment Boards
Moderator	**TBC**
External Examiner	E. Tsougkou
Accreditation Details	NA
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	2.10

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Class test (written)
Assessment 2
Portfolio of written work
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Class test (written)	☒	☐	☐	☐	☐	30	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Portfolio of written work	☐	☒	☒	☐	☐	70	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Summary of the module. Added details of the key topics covered.	11/02/2025	A. Nguyen
Employability skills and PDP skills section. Added details of skills to be developed.	11/02/2025	A. Nguyen
Indicative resources section. Added details about text books.	11/02/2025	A. Nguyen