Module Descriptor

Title	International Marketing Strategy		
Session	2026-2027	**Status**	Approved
Code	LNDN10006	**SCQF Level**	**SCQF 10**
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Dr Temitope Bodunrin		
Summary of Module The aim of this module is to introduce to students how critical a role International marketing strategy is within the context of International Business. This module builds on the previous International Marketing module but this looks more specifically at marketing strategy.			

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	Critical awareness of the changing landscape of International marketing strategy and the impact of changes in technologies within this sector.
L2	Understand cultural and ethical issues of marketing in different countries.
L3	Develop and evaluate different marketing strategies that tailor to chosen country.
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 10** Demonstrate a broad knowledge of the main aspects of International Marketing Strategy
Practice: Applied Knowledge and Understanding	**SCQF 10** Apply skills and knowledge to support innovation in the organisation's marketing process Applying relevant knowledge and understanding to a range of complex situations Applying a range of skills, knowledge and understanding of creativity and problem solving to key issues in the changing global markets
Generic Cognitive skills	**SCQF 10** Critical thinking and evaluation of key concepts Analysing new and abstract problems and issues related to the business environment Analysing complex business situations, often limited information
Communication, ICT and Numeracy Skills	**SCQF 10** Convey complex concepts and theory in a coherent and clear manner Use ICT to investigate and process data and information Collect, analyse and communicate a range of numerical and graphical information
Autonomy, Accountability and Working with Others	**SCQF 10** Undertake research on a topic and work independently Using initiative to cooperate and share learning with fellow students Working and leading teams, taking responsibility for own and others work

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.

In line with UWS' Curriculum Framework, student-centred and inclusive approach to learning and teaching, the module has been designed around the delivery of engaging, activity- and discussion-based workshops. This approach creates more flexibility for students, while also enhancing deeper learning through engagement with peers and teaching staff, both online and in the classroom. This is further supported by the assessment approach adopted, enabling students to develop both academic and employability-focused knowledge and skills within international business all aligned to the overarching purpose and aims of the programme.

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	15
Tutorial / Synchronous Support Activity	20
Asynchronous Class Activity	15
Independent Study	150
Please select	
Please select	
TOTAL	200

Indicative Resources

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Ghauri, P. and Cateora, P. (2021) International Marketing, 5th Edition, McGraw Hill

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook 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 attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

In Line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, and course-related learning resources including those in the library and on the relevant learning platform, and

complete assessments and submit these on time. Please refer to the UWS Academic Engagement Procedure.

This class is delivered across 10 weeks. All sessions are distinct and follow specific elements. The lecture and tutorial activities are designed to help inform your assessment submissions as much as possible. You will get more out of the module if you attend the lectures and tutorials.

Students will be expected to meet the following minimum thresholds for engagement during academic year.

• Regular engagement with their Virtual Learning Environment monitored via appropriate learner analytics within the VLE.

• Engagement and submission of all assessments unless non-submission is supported by submission of an Extenuating Circumstances Statement (ECS).

If you do not meet these minimum thresholds of engagement, you will be contacted by relevant University staff (your Year Leader, Programme Leader or School Enhancement Developer) to highlight the issue. The aim of this contact is supportive, with the intention of understanding your lack of engagement; offering advice and support to re-engage you with your studies; and to get you back on track. Additional information is available in the University Academic Engagement Procedure.

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. The subject area and teaching/delivery approach supports the principles of EDI. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised approach and innovative use of technology ensures that all students can succeed, regardless of their background or circumstances. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised one-to-one approach ensures that all students can succeed, regardless of their background or circumstances. By embracing and promoting these principles, we aim to cultivate a learning community where everyone feels valued, supported, and empowered to achieve their full potential.
(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	London UG-Business and Creative Industries
Moderator	Alice Nguyen
External Examiner	Alvina Gillani
Accreditation Details	n/a

Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	2

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Group Presentation (40%)
Assessment 2
Individual Report (60%)
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**
Group Presentation	☒	☒	☐	☐	☐	40	0

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Individual Report	☐	☒	☒	☐	☐	60	0

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**