University of the West of Scotland

Module Descriptor

Session: 2023/2024

Title of Module: International Marketing			
Code: LNDN08001	**SCQF Level: 8 (Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: 10 (European Credit Transfer Scheme)**
School:	School of Business & Creative Industries		
Module Co-ordinator:	Alice Nguyen		

Summary of Module
The module provides an opportunity to study the issues that impact upon organisations when they trade across different countries, continents and cultures.   The following topics are examined: - Differences between domestic marketing and international marketing   - The international environment - political, legal and economic factors impacting upon the global marketing environment   - The importance of culture in international markets   --International market entry modes   -International Marketing Mix decisions - branding, standardisation and adaptation, pricing, exchange rates, marketing communication, distribution and retailing

Module Delivery Method					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☒	☐	☐	☐	☐	☐
See Guidance Note for details.					

Campus(es) for Module Delivery
The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:

| ☐ | ☐ | ☐ | ☐ | ☒ | ☐ | Phasing out |

Term(s) for Module Delivery

(Provided viable student numbers permit).

| Term 1 | ☐ | Term 2 | ☒ | Term 3 | ☐ |

Learning Outcomes: (maximum of 5 statements)
These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.
At the end of this module the student will be able to:

L1	Demonstrate an understanding of the international environment and its impact on international marketing
L2	Demonstrate an understanding of international market entry strategies
L3	Identify and evaluate international marketing mix activities
L4	Click or tap here to enter text.
L5	Click or tap here to enter text.

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 Level **8** Developing an understanding of the various theories pertaining to international trade and international marketing activities
Practice: Applied Knowledge and Understanding	SCQF Level **8** Using practical skills to develop and undertake a range of marketing operations as practised by international marketers
Generic Cognitive skills	SCQF Level **8** Ability to analyse the environment Undertake international market segmentation Undertake product development activities Undertake international pricing of products and services using various pricing methods Promote and distribute products and services in international markets
Communication, ICT and Numeracy Skills	SCQF Level **8** Using a variety of skills such as international marketing research. Analyse data and write research reports

Autonomy, Accountability and Working with others	SCQF Level **8**	
	Developing an ability to conduct research and produce original work in the form of reports.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

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** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	36
Independent Study	164
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	200 Hours Total

**Indicative Resources: (eg. Core text, journals, internet access)

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

Doole, I., Lowe, R. and Kenyon, A. (2022) International Marketing Strategy: Analysis, Development and Implementation, 9th Edition, Cengage Learning

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.

Click or tap here to enter text.

Click or tap here to enter text.

(**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. This module is phasing out.

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.

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(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

Assessment Results (Pass/Fail)	Yes ☐ No ☒
School Assessment Board	London School Assessment Boards
Moderator	Caglar Bideci
External Examiner	E Tsougkou
Accreditation Details	NA
Changes/Version Number	2.07

Updated names: module coordinator, module moderator, external examiner.

Updated Campus for module delivery, Learning activities and hours, core text under Indicative Resources and Attendance and Engagement Requirements. |

Assessment: (also refer to Assessment Outcomes Grids below)
This section should make transparent what assessment categories form part of this module (stating what % contributes to the final mark). Maximum of 3 main assessment categories can be identified (which may comprise smaller elements of assessment). **NB: The 30% aggregate regulation (Reg. 3.9) (40% for PG) for each main category must be taken into account. When using PSMD, if all assessments are recorded in the one box, only one assessment grid will show and the 30% (40% at PG) aggregate regulation will not stand. For the aggregate regulation to stand, each component of assessment must be captured in a separate box.** Please provide brief information about the overall approach to assessment that is taken within the module. In order to be flexible with assessment delivery, be brief, but do state assessment type (e.g. written assignment rather than "essay" / presentation, etc) and keep the detail for the module handbook. Click or tap here to enter text.
Assessment 1 Online Test (40%)
Assessment 2 Report (60%)
(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1

Assessme nt Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetable d Contact Hours
Class test (written)	✓	✓				40	0

Component 2

Assessme nt Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetable d Contact Hours
Portfolio of written work				✓		60	0

Component 3

Assessme nt Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetable d Contact Hours
Combined Total for All Components						**100%**	**0 hours**

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)