# University of the West of Scotland
## Module Descriptor

**Session: 2023/2024**

**Title of Module: International Marketing Strategy**

| Code: LNDN10006 | SCQF Level: 10 (Scottish Credit and Qualifications Framework) | Credit Points: 20 | ECTS: 10 (European Credit Transfer Scheme) |
|---|---|---|---|
| **School:** | School of Business & Creative Industries | | |
| **Module Co-ordinator:** | 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**

| Face-To-Face | Blended | Fully Online | HybridC | HybridO | Work-based Learning |
|---|---|---|---|---|---|
|  | ✓ |  |  |  |  |

**Face-To-Face**
Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

**Blended**
A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

**Fully Online**
Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

**HybridC**
Online with mandatory face-to-face learning on Campus

**HybridO**
Online with optional face-to-face learning on Campus

**Work-based Learning**
Learning activities where the main location for the learning experience is in the workplace.

**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)

| Paisley: | Ayr: | Dumfries: | Lanarkshire: | London: | Distance/Online Learning: | Other: |
|---|---|---|---|---|---|---|
|  |  |  |  | ✓ |  |  |

**Term(s) for Module Delivery**

(Provided viable student numbers permit).

| Term 1 | ✓ | Term 2 | ✓ | Term 3 | ✓ |
|---|---|---|---|---|---|

## Learning Outcomes: (maximum of 5 statements)

On successful completion of this module the student will be able to:

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

## 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 10.<br><br>Demonstrate a broad knowledge of the main aspects of International Marketing Strategy |
| Practice: Applied Knowledge and Understanding | SCQF Level 10.<br><br>Apply skills and knowledge to support innovation in the organisation's marketing process<br><br>Applying relevant knowledge and understanding to a range of complex situations<br><br>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 Level 10.<br><br>Critical thinking and evaluation of key concepts<br><br>Analysing new and abstract problems and issues related to the business environment<br><br>Analysing complex business situations, often limited information |
| Communication, ICT and Numeracy Skills | SCQF Level 10.<br><br>Convey complex concepts and theory in a coherent and clear manner<br><br>Use ICT to investigate and process data and information<br><br>Collect, analyse and communicate a range of numerical and graphical information |
| Autonomy, Accountability and Working with others | SCQF Level 10.<br><br>Undertake research on a topic and work independently<br><br>Using initiative to cooperate and share learning with fellow students<br><br>Working and leading teams, taking responsibility for own and others work |

| Pre-requisites: | Before undertaking this module the student should have undertaken the following: |
|---|---|

## Supplemental Information

| | Module Code: | Module Title: |
|---|---|---|
| | Other: | |
| Co-requisites | Module Code: | Module Title: |

* Indicates that module descriptor is not published.

---

### Learning and Teaching

In line with UWS' Curriculum Framework, providing a flexible and hybrid, student-centred and inclusive approach to learning and teaching, the module has been designed around the delivery of engaging, activity- and discussion-based workshops, nurtured by meaningful online content, including short videos, reading materials, quizzes, etc. 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 (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 |
| | 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:

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)

### Engagement Requirements

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, 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 Academic Engagement Procedure at the following link: Academic engagement procedure

---

| Programme Board | Marketing, Innovation, Tourism & Events |
|---|---|
| Assessment Results (Pass/Fail) | No |
| Subject Panel | Marketing, Innovation, Tourism & Events |

| Moderator | TBC |
|---|---|
| External Examiner | TBC |
| Accreditation Details | |
| Changes/Version Number | 1 |

## Assessment: (also refer to Assessment Outcomes Grids below)

Group Presentation (40%)

Individual 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 Handbook.)

## Assessment Outcome Grids (Footnote A.)

## Component 1

| Assessment Type (Footnote B.) | Learning Outcome (1) | Learning Outcome (2) | Learning Outcome (3) | Weighting (%) of Assessment Element | Timetabled Contact Hours |
|---|---|---|---|---|---|
| Presentation | ✓ | ✓ | | 40 | 0 |

## Component 2

| Assessment Type (Footnote B.) | Learning Outcome (1) | Learning Outcome (2) | Learning Outcome (3) | Weighting (%) of Assessment Element | Timetabled Contact Hours |
|---|---|---|---|---|---|
| Essay | | ✓ | ✓ | 60 | 0 |
| | | **Combined Total For All Components** | | 100% | 0 hours |

Footnotes
A. Referred to within Assessment Section above
B. Identified in the Learning Outcome Section above

Note(s):
1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
   This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

## Equality and Diversity

UWS Equality and Diversity Policy

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